



‘As innovation is one of the core assets of the brand Volkswagen it was just right to use it for OOH’

Volkswagen has etched indelible impressions in the Indian outdoor domain with some of the most innovative and spectacular campaigns, executed by leading OOH specialist agencies. Each one of its models introduced in India including the ‘Beetle’, ‘Polo’ and now ‘Vento’ went big on the outdoor through innovative campaigns. **Lutz Kothe, head – marketing & PR, Volkswagen Passenger Cars, Volkswagen Group Sales India Pvt. Ltd**

,
network2media’s Neha Nagpal

. Excerpts:

Volkswagen has rolled out several iconic outdoor campaigns in the Indian markets. How would like to describe the outdoor experience?

In India the outdoor experience is open for intelligent innovations. One can do a lot of innovations which may not be possible in many countries.

In recent years, auto majors have taken to the outdoor in a major way. Keeping this in view, how do you approach the medium?

The outdoor medium definitely forms an integral part of all our communication activities. We strongly believe that this medium when utilised with the correct approach adds tremendously to the recall value of the brand or the product.

Is innovation necessary at all times to stand out in the outdoor? Are you satisfied with the way agencies have responded to your brand communication needs?

What is of primary importance is that the approach needs to fulfill the overall communication objective. Therefore, if an innovation is required to do so then that is the way to go. Otherwise it is not required.

As innovation is one of the core assets of the brand Volkswagen it was just right to use it for OOH. Our agency has definitely lived up to the brand communication needs.

What is your observation on digital OOH in India?

Actually it is not very developed – but will experience a raise in the near future.

Brands are also opting for on-ground activities to complement the conventional outdoor campaigns. Do you also consider this model to reach out to your TG?

At Volkswagen we believe in a 360 degree communication strategy which then invariably complements each medium.

What are your thoughts on building projection as a way to connect with TGs? Some global auto majors have executed spectacular building projections for their brands in markets like London, Singapore and others?

Building projections are an interesting form of OOH but also limited to their messages. They can be perfectly used as a secondary media form.

How important is airport advertising in your overall OOH plan?

Airports are action hubs and therefore it is an important part of any OOH plan. They address

just the right target groups for the brand Volkswagen.

Does it bother you that there is no common audience measurement system yet in the Indian outdoor space?

With the rate of activities increasing, we believe that soon there will be a measurement system. Till then we have to make do with what is available to us.

With Tier 2 & 3 cities emerging as hot markets for cars, are you planning for significant outdoor advertising these markets?

Our outdoor campaigns are usually in cities/towns where we have dealerships in place. When we progress towards that stage we will definitely have outdoors in the tier 2& 3 cities as well.

Where do you see the Volkswagen brand in Indian markets in the next 3-5 years?

Definitely as one of the most highly recalled and aspired brand as it is in Europe and many other markets in the world. [You can contact Lutz Kothe here](#)