

# 4-sliders

## Case study



**Volkswagen Commercial Vehicles amplifies brand sentiment by synchronising GTN's Network Drive and Newslink's radio spots with Waze.**

## Approach

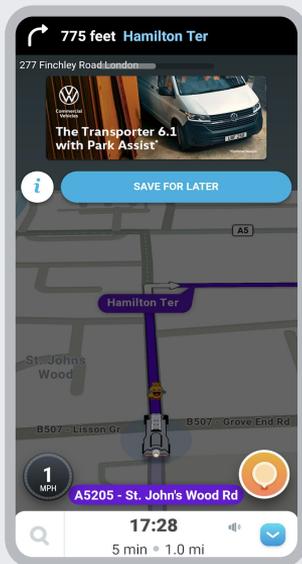
- Volkswagen Commercial Vehicles (VWCV) and agency PHD teamed up with Waze, GTN, and Newslink to spread the word about VWCV's Transporter 6.1 across the United Kingdom
- Because a significant portion of their audience listened to the radio and navigated with Waze on their drives, VWCV launched a dual audio and visual campaign, combining radio spots with Waze's trusted Takeover ads.

## Aims

- 1** Increase awareness
- 2** Drive brand consideration for Volkswagen's commercial drivers

# Strategy

Aligning Waze with Radio  
in conjunction with  
ongoing branding



Takeover

## Radio

GTN's Network Drive and Newlink's solus spots provided a premium advertising opportunity across 250+ UK radio stations



## Waze

Waze easily aligned the dedicated radio slots with its in-app advertising

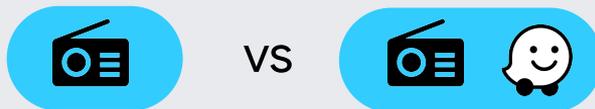


Dual exposure campaign to boost brand sentiment and consideration

# Results

## Shifting perception with synchronised channels

The power of a synchronised plan across both traditional and modern media channels influenced awareness, brand sentiment, and brand consideration — a huge win for VWCV.



**+3pts**

in prompted awareness

**88%**

of van drivers exposed to Waze and Radio say they would like to have vehicles from VWCV in their fleet

**2-year record**

Highest peak in brand sentiment

**“Working With You’ our brand mantra, it separates us apart from our competitors and this campaign did exactly that. Off the back of the 2020 campaign we experienced a two year high in brand sentiment and are exceptionally pleased with the results. We continually challenge PHD to push their media planning to drive results for the business, this campaign proves testament to that ambition.”**

– Laura Bignall, National Communications and PR Manager, Volkswagen Commercial Vehicles