



Press Release

New campaign for Volkswagen by adam&eveDDB reminds us that some things in life are worth paying more for.

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adam&eveDDB is launching a new Value campaign for Volkswagen, as the brand moves away from the 'Unbelievable Value' platform for the first time in several years. The campaign breaks with the first of three TV executions on 15th February. The adverts, written by Rob Messeter and Mike Crowe, remind viewers of the pitfalls of sacrificing quality in the pursuit of a bargain.

In each of the three films – *Parachute*, *Shark Cage*, and *Rope* – we follow a character who has opted for the cheaper version of an item, rather than the high-quality alternative. Each advert ends on a Volkswagen, as we are reminded 'You get what you pay for', before closing with the new campaign line 'Well Worth It'.

With the wider campaign focussing on the exceptional value of Volkswagen, this new line appears across all of the campaign elements including cinema, print, digital, and radio.

National Communications Manager at Volkswagen UK, Kirsten Stagg, said: "We are incredibly proud of the quality engineering that goes into each and every Volkswagen, and the TV adverts demonstrate perfectly that there are some areas where it's simply not worth compromising."

Jeremy Craigen, Executive Creative Director, said "After watching these ads you are left in no doubt that you get what you pay for, and those who understand that, understand the real value of a Volkswagen."

Editors' notes

Credits

Title/Project	Volkswagen 'Rope'/'Parachute'/'Cage'
Brief	Value 2014
Agency	adam&eveDDB
Managing Partner	Jonathan Hill
Business Director	Paul Billingsley
Account Director	Jaimie Jennings
Account Manager	Naphtali Torrance
Client name	Nikki Pates/Kirsten Stagg
Client job title	Communications Manager/National Communications Manager
Client Marketing Director	Rod McLeod
Volkswagen Global ECD	Jeremy Craigen
Creative	Rob Messeter
Creative	Mike Crowe
Planner	Dom Boyd, Will Grundy

Media agency	Mediacom
Media planner	Katharine Byron
Agency TV Producer	Sophie Smith, Pamie Wikstrom
Production company	Outsider
Director	James Rouse
Producer	Richard Packer, Benjamin Howell
Audio post-production	Factory Sound
Editing	Work Post
Post-Production	MPC
Exposure (media channels)	TV, Cinema, Online, Press, Digital

About adam&eveDDB

We are a creative communications agency made up of people from advertising, design, digital, media and social strategy. We have the hunger and energy of a start up with the resource and reach of a network. We work with a range of clients including Sony, Flora, Foster's, Google, Marmite, Halifax, John Lewis, Volkswagen, Financial Times, Harvey Nichols and Save the Children.

For more information:

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