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Volkswagen Precision PARCing

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AD Link: https://www.adsoftheworld.com/media/print/volkswagen_hedgehog_and_fish

In November 2012, Volkswagen released an ad for their Precision Parking.

Credits:

Advertising Agency: DDB Tribal Berlin, Germany
Chief Creative Officer:: Eric Schoeffler
Creative Directors / Copywriters: Maged Nassar, Ali Ali
Illustrator: The Operators
Account Supervisor: Susanne Plümecke
Account Manager: Catrin Schmid
Art Buyer: Susanne Kreft

Alignment

The ad has two alignments in it. The VW logo and words are right aligned in the bottom corner. And the three fish and the hedgehog are all centered in a diagonal line. They are representing cars parked liked they would be on the street.

Repetition

There is only one example of repetition in the ad. The three fish are repeated in a line to represent cars that could be hit if the hedgehog(VW Car) didn't use Precision Parking.

Proximity

The text and VW logo are close together to tell the viewer that the VW cars have Precision Parking. If they were separated it would take a little longer to see that. Than the fish and hedgehog are close together, which represents the cars being parallel parked. The ad is saying that with Precision Parking, the VW car can get into a tight space without touching another car.

Contrast

They put the hedgehog in between the line of fish to represent their VW car next to other random cars. If they used another fish, you wouldn't know that it was a VW. They use the hedgehog to show that it won't poke open one of the bags of fish like it was using precision parking. The hedgehog is a spiky and sharp animal, so maybe they want people to know that their cars look nice and sharp.

Color

The ad doesn't have many colors. It has mostly dark colors like brown and gray, but than they put the gold fish in the there. The fish make themselves pop out a lot because they are the brightest color in the ad. If they didn't use a bright color your eyes wouldn't know where to go and you wouldn't be able to get the message they are trying to portray.

Conclusion

This Volkswagen ad is very simple but says a lot when you break it down. It has three fish and a hedgehog in a line to represent cars parallel parked. The hedgehog is a VW car that used Precision Parking to not hit the other things around it. The words and logo are in the corner to help the viewer know what is going on in the ad. It isn't to far away from the rest of the ad and you can still see it while looking around. The ad is very bland in color besides the gold fish. They were put in there to catch your eye and pop out. The ad doesn't have a lot of elements to make you confused and it's very simple while using all aspects of design.

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