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Brief Writing – Volkswagen Passat BlueMotion

Background/Problem: Volkswagen was found installing software in many of their diesel-powered models that cheated government emissions test. This scandal lasted well over a year and really hurt the company's image. Now the company needs to restore customers' faith in them. We have developed a new model, the Passat BlueMotion, that is more fuel-efficient and environmentally responsible. The copywriting team needs to create a print ad that will highlight the BlueMotion's "green" features and restore the public's opinion

Objective:

1. Increase sales of the PassatBlueMotion.
2. Restore Volkswagen's credibility as an environmentally responsible company.

Target Audience Profile:

- Age 20-35
- Environmentally conscious
- Active in politics and policies concerning the environment
- Intelligent and well-educated
- Fairly well-off (Volkswagen is not the cheapest option)
- Value honesty and integrity in a brand/business
- Image is important, both their personal image and a company's image
- Care about vehicle performance and endurance

These customers value a responsible image, both in their personal image and in their purchases. That responsibility is shown through environmental consciousness. They want to be able to answer honestly that they were living in an environmentally-friendly way.

Core Message: With the new Passat BlueMotion, Volkswagen has gone above and beyond to live up to its environmental responsibility.

Benefits:

The new Passat BlueMotion model is equipped with the highest-performing fuel-efficiency technology. It supports the busy customer in their green lifestyle while still causing overall less pollution. It only uses 5.1 liters per 100 km and emits only 136 g of CO₂ per km, even in the toughest emissions test. Like the customer, this car can be environmentally responsible without sacrificing performance.

Brand Voice: Accountable and responsible. We admit our previous dishonesty, hear the customers' voices, and stop now to make it right. We correct our mistakes, improve our technology and live up to the responsibility we hold. We want to make the world better, not cheat the system and dirty it up.



*Text says:

"For those who care about nature.

Let's make things perfectly clear: no animals were harmed in the making of this ad. It wouldn't have made sense to hurt an animal to promote the new Passat BlueMotion, an environmentally responsible car with only 5.1l per 100 km and 136 g of CO2 per km. After all, we're not animals.

Passat BlueMotion

Less pollution."