



# *Volkswagen Phaeton*

*“The essence of redefined luxury”*

# The Beginning...

- ☐ Luxury Sedan
- ☐ Handcrafted
- ☐ Wooden Interiors
- ☐ Individual climate control
- ☐ Dehumidifier
- ☐ Forward Collision Warning
- ☐ Automatic Emergency Braking

[~Source](#)



# Early Promotion

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- ❑ Positioned as handcrafted luxury
- ❑ Showcased in Delhi Auto Expo in 2010
- ❑ Mainly communicated through newspaper advertisements and television commercials
- ❑ Marketed in “Innovation for Everyone” campaign

[~Source](#)



[Video link](#)

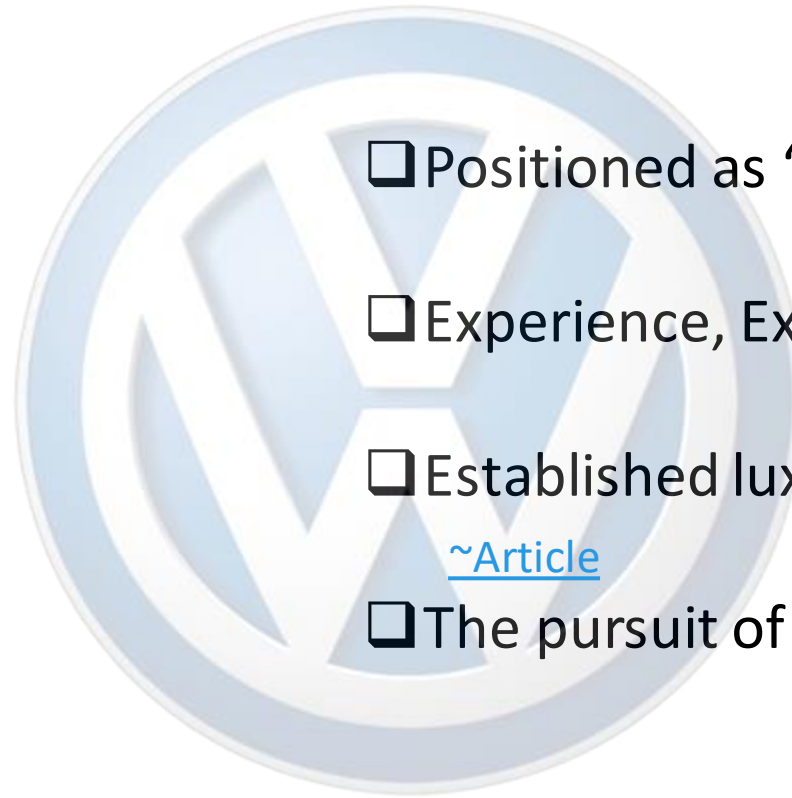
# Delhi

- ☐ Few Television Commercials
- ☐ Limited Print Media Advertisement.
- ☐ Brand Value Perception
- ☐ Marketing Myopia



# New Positioning

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- ❑ Positioned as “redefined luxury”
- ❑ Experience, Exclusivity and Expense
- ❑ Established luxury norms
- [~Article](#)
- ❑ The pursuit of knowledge

# Strategies

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- ☐ Communicating the concept of “redefined luxury” to differentiate the car in the new era of luxury lifestyle
- ☐ Utilize social media platforms to engage with the audience, and showcase the aspirational lifestyle associated with the luxury car
- ☐ Native Advertisement



# More to go...

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- ☐ Anthropomorphism
- ☐ Emphasize Innovation
- ☐ Line Extension



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<https://youtu.be/yeuUKEa6UKA>



# Thank you

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