



On Tour

WITH VOLKSWAGEN

Volkswagen connected and engaged with Warren Miller Entertainment’s dedicated fans as a title sponsor.



NATIONAL TOUR PROMOTION IMPRESSIONS	ACTIVATION & ON-SITE IMPRESSIONS	BRANDED VEHICLE IMPRESSIONS	LEADS GENERATED
237M	5M	3M+	13K+
CENTER STAGE LIKE A ROCK STAR!	EYES ON THE ROAD DURING RUSH HOUR TRAFFIC.	THAT’S ONE GOOD LOOKING MOBILE BILLBOARD.	DO IT. JUST CLICK. EVERYONE IS DOING IT.

Volkswagen was looking for a unique way to build brand awareness with snowsport enthusiasts, and provide an in-depth look at their newly developed all-terrain vehicle, the Atlas.

Volkswagen connected with Warren Miller Entertainment’s audience in three strategic ways: national tour promotions, custom content initiatives, and on-site brand presence through various activations.

National Tour Promotions

Volkswagen received logo inclusion in all print, media, grassroots, and digital promotions across the national tour. Additionally, Volkswagen received brand inclusion in the feature film title for three consecutive years, closely connecting the brand with the legendary Warren Miller name.

Content Initiatives

Volkswagen received vehicle inclusion in a feature film, as well as custom video edits and still photos from the film shoot. This custom

content was intended to be used by Volkswagen indefinitely for internal marketing promotions.

On-Site Brand Presence & Activations

One of Volkswagen’s major initiatives was to connect with film attendees on-site, driving engagement and allowing fans to experience Volkswagen’s stand out features in-person. To do so, Volkswagen sent the national tour crew out in a fleet of Warren Miller Entertainment-branded vehicles, which were driven to more than 120 venues, and were prominently displayed at every venue as space allowed. Street closures were in place at key markets, which allowed for a full interactive experience with a collection of vehicles, and included games, prizes, and sign-ups for local dealership information. Additionally, Volkswagen sponsored pre-show VIP parties featuring lead-generation activations and shuttle services to the event locations.

Beyond Volkswagen’s national brand presence, dealerships were given the opportunity to get involved with their local markets. Local dealerships hosted Ride & Drives, and played a key role in engaging attendees on-site at the events.

Campaign Goals

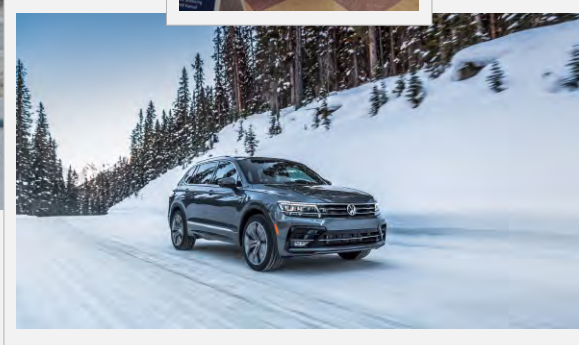
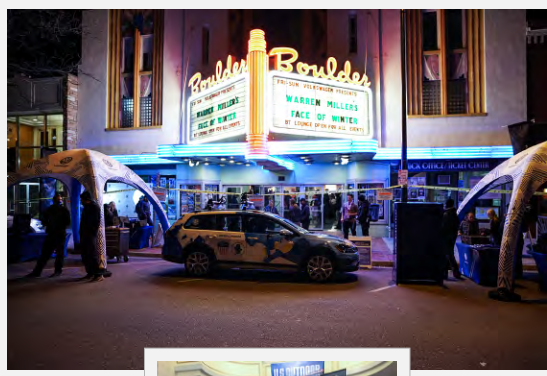
- Getting More Audience Members in Vehicles
- Increased Engagement
- New Product Education
- Drive Traffic to Local Dealerships
- Drive Qualified Leads



Positive Outcome

“Our Automotive partner conducted a ROI evaluation based on performance reported a value more than \$1.3M. The ROI rating of 4.81 out of 5 (being the highest rating).”

Source: Nielsen Ratings conducted the evaluation in 2019



- 1 Warren Miller created a multi-tiered campaign to spread awareness to target audience.
- 2 Consumers engaged with brand activations and custom content.
- 3 Warren Miller provided in-depth metrics and key results to be utilized for a Nielsen Evaluation.



Connect

Engage with snowsports enthusiasts across the country through various digital and in-person channels.

Educate

Demonstrate product features that are unique to Volkswagen, and essential to WME's core audience.

Motivate

Showcase vehicles in connection to high energy, snowsport-driven events to evoke audience responses.