

IT'S TOUGH AT THE TOP



Volkswagen's brief to BBC StoryWorks was challenging:

Relaunch the affordable VW Touareg as a serious luxury SUV contender and the halo model to help reposition the brand.

While the Touareg made German luxury more accessible, the team had to address perceptions of VW's prestige. How to convince drivers that the Touareg had the credentials to rival the best?

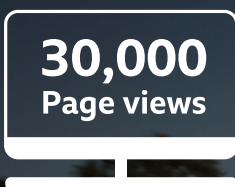
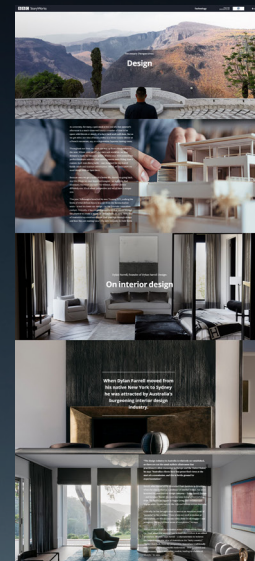
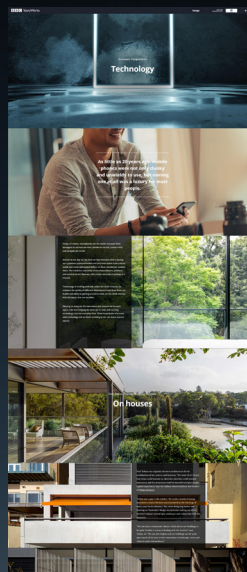
The luxury of perspective

The BBC StoryWorks team discovered that perceptions of luxury are highly subjective – it could be a made-to-measure suit, or even a bespoke dining table. What was aspirational becomes essential; little celebrations that elevate emotions and signal success.

Focusing on what really matters

From this rich territory, two themes - design and technology – mirrored the Touareg. The BBC StoryWorks team used a dynamic page format to explore unique perspectives of luxury through the eyes of creative innovators and changemakers.

These insights resonated with audiences, including empty nesters and parents with older children; socially aware people who value visible achievement and the little touches that set the Touareg apart.



An engaging journey

Weaving the Touareg into aspirational stories projected a confident and prestigious image for the model and the Volkswagen brand.

Of the two dynamic pages, "Design" outperformed "Technology" with almost 30,000 page views and an average engagement of 7.75 minutes. This statistic shows just how compelling interactive content can be.

Click to discover more and view the work:

