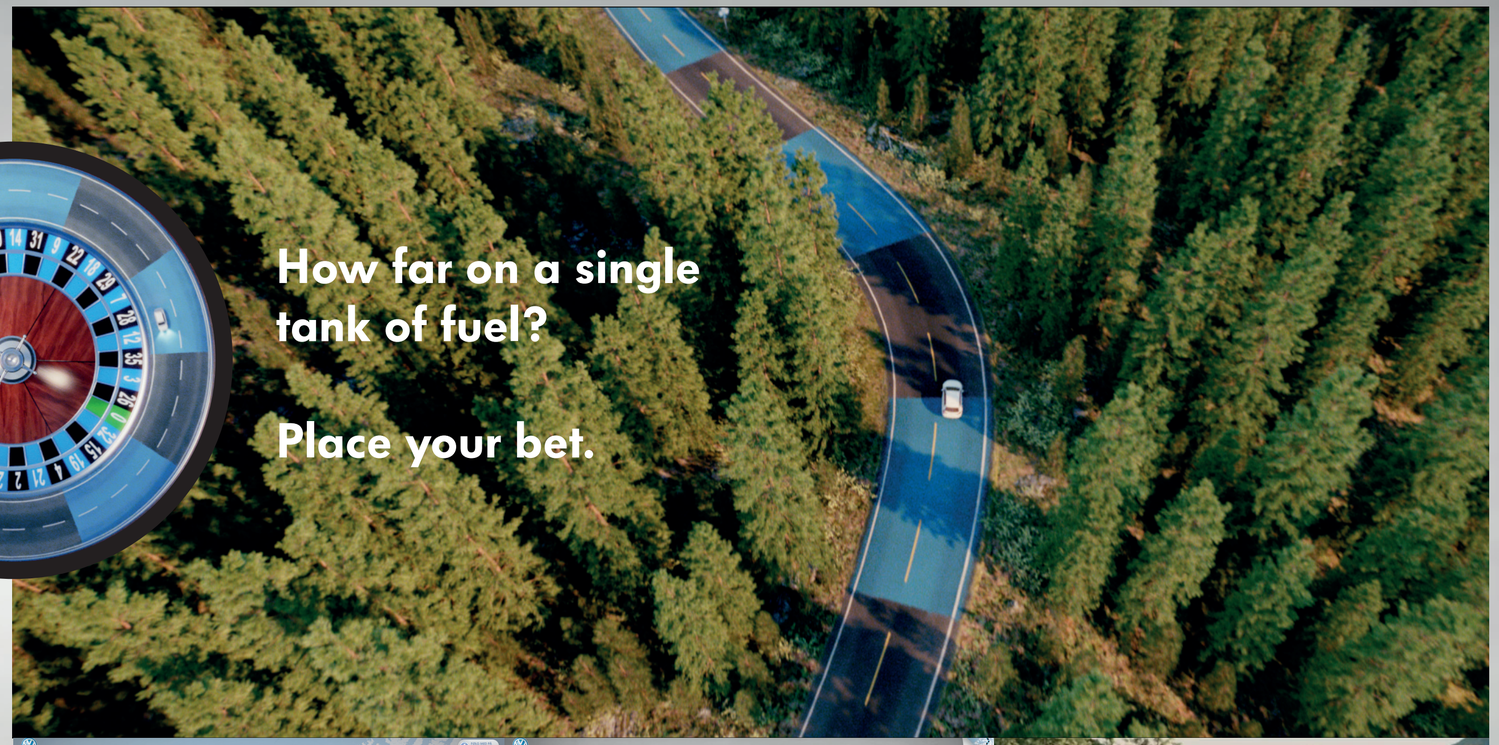
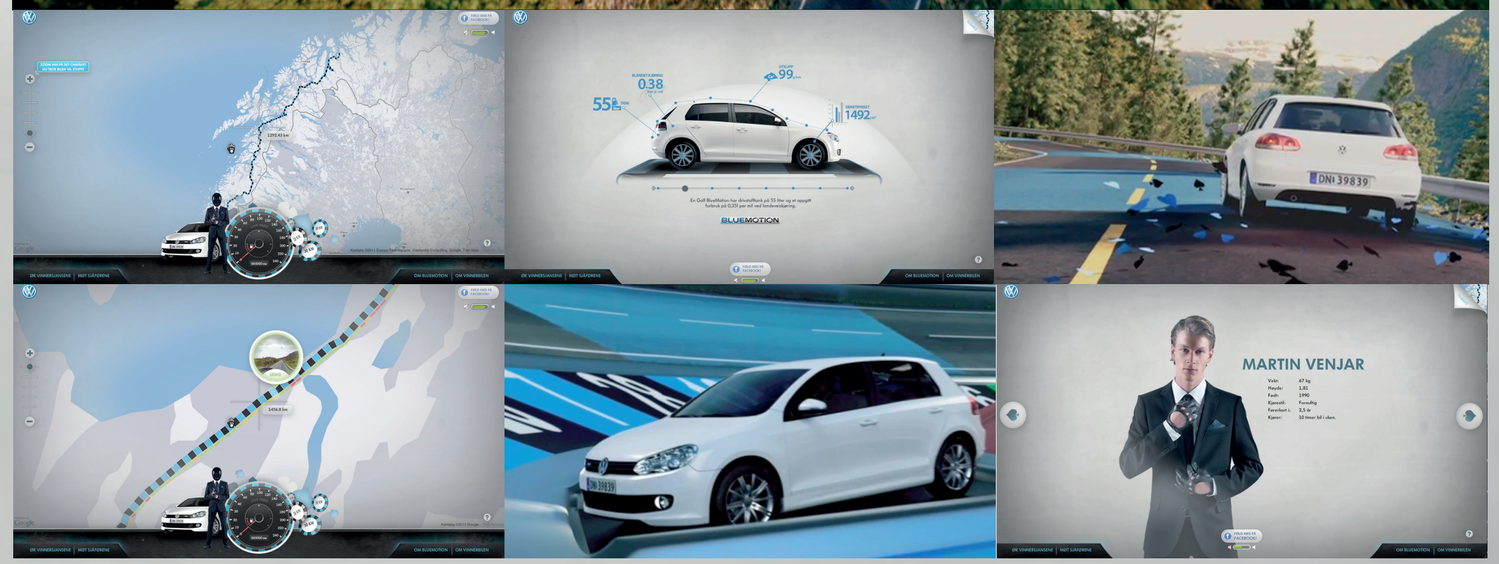
Volkswagen Bluemotion Roulette





0,38?

The main benefit of the new Golf BlueMotion is the low fuel-consumption, a mere 0,38 liters of diesel per metric mile. Now, that might be impressive, but it's not a very sticky piece of information. We needed something that would turn 0,38 into something important, concrete and memorable.

The Roulette

We took E6, the Norwegian equivalent of route 66, and made it into a roulette board using GoogleMaps and StreetView. A TV commercial was aired, informing Norway that a fully tanked Golf BlueMotion would drive northbound from Oslo. Our audience were urged to place a bet on where the car would run out of fuel. If you got it right, you got the car. (*Knud Hillers* won the car. He owned the precise spot where the car finally stopped.)

Results

Close to 50 000 Norwegians placed their bets, and roughly the same number of people visited the campaign site at the day of the drive. If Norway was as big as America, that would translate to 3 million people. More than 6000 posts were written on BlueMotion's Facebook page the same day.
The car kept going for 27 hours, until it came to a halt 1570 km north of Oslo. That's roughly the distance from Oslo to Paris, which is a lot more memorable than 0,38.

Audio-visual Presentation.
http://referanser.apt.no/volkswagen/roulette/

Das Auto.