





Case Study:  
Volkswagen “Feature Films”  
Volkswagen Passat on vw.com  
Web/Branded Content  
commissioned by Arnold Worldwide



Represented by  
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# Volkswagen “Feature Films” Web/Branded Content

commissioned by Arnold Worldwide

## Contribution:

Original Scripts, Creative Direction, Music, Sound Design, Direction, Production

## Project:

Create a series of short films for Volkswagen and vw.com. Each of the eight spots must highlight a specific, not-so-standard feature on the new Volkswagen Passat. The creative brief from Arnold Worldwide was simple; use any technique you want but you can't show the car and you can't show the feature.

## Goal:

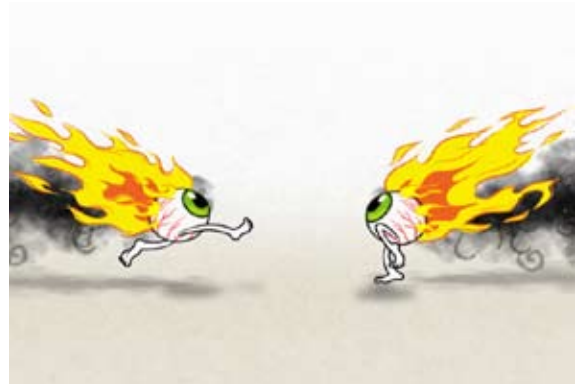
Use metaphor, humour and style to create entertaining and engaging viral films that describe the standard features of a car in a way that stands apart from the typical “grocery list” car specifications.

## Approach/Strategy:

INTERspectacular developed a variety of scripts for each film. After scripts were approved, INTERspectacular developed a distinct visual style and technique to best communicate each concept. Solutions ranged from live action and roto-scope animation to collage and traditional cel animation, giving each film it's own unique look and voice.

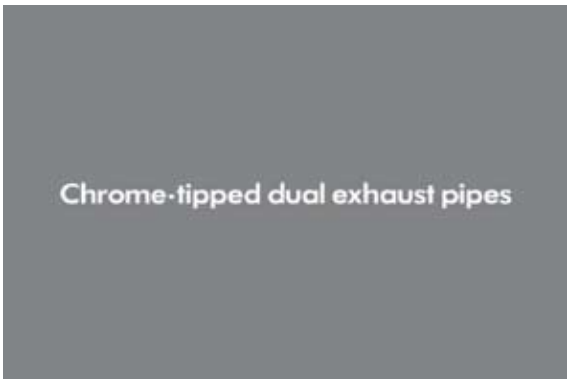


4/120 Short Film No. 1



**Volkswagen Passat**

# 8/120 Short Film No. 2



**Volkswagen Passat**

# 29/120 Short Film No. 6

29/120



In-dash push-start ignition



**Volkswagen Passat**

For additional materials regarding this project please contact:  
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