



Volkswagen

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Volkswagen ID. Buzz

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Campaign Objectives

01

Drive a 50% increase in unique visitors to the PDP through multi-channel outreach

02

Raise on-site engaged visits by 30% through interactive features

03

Engage leads with a 45% open rate and a 15% CTR



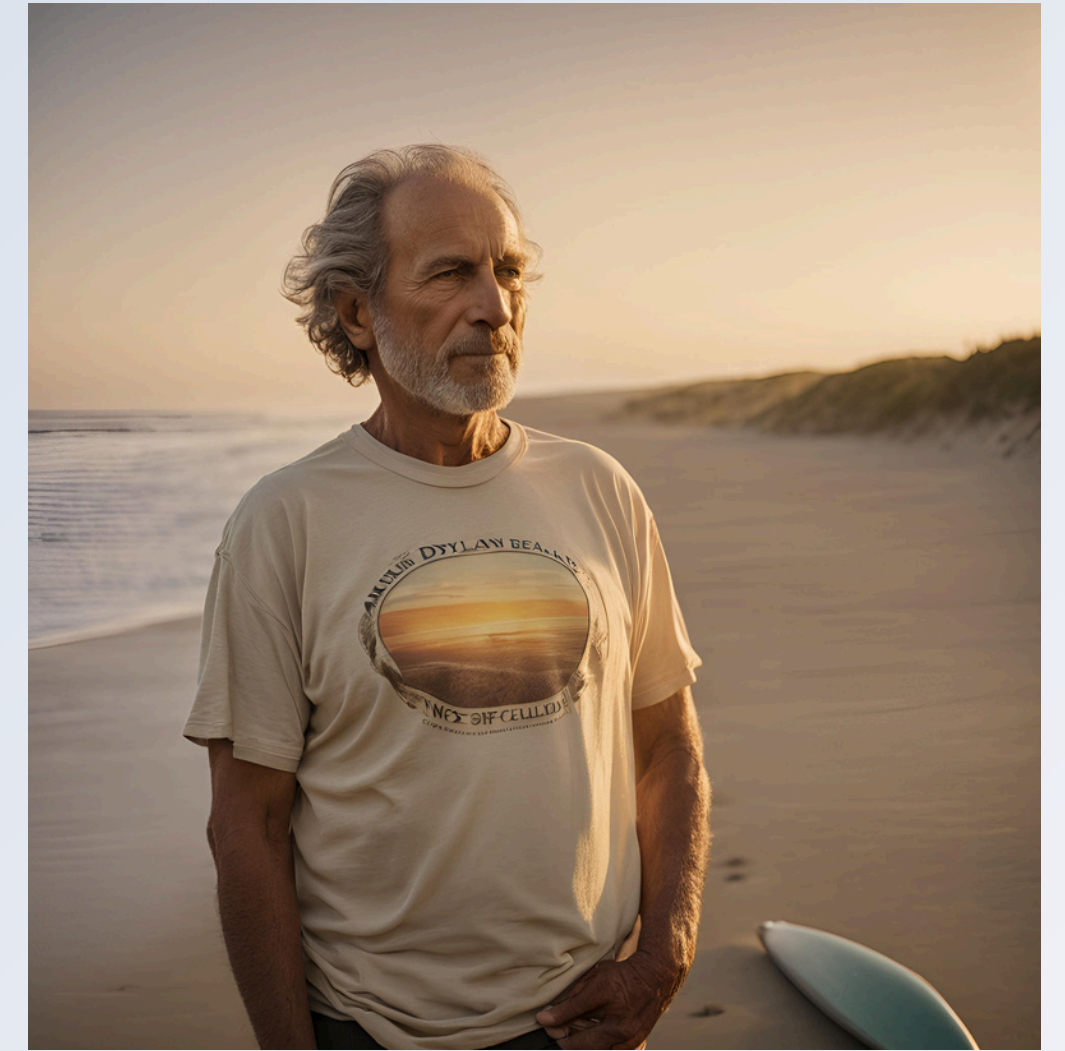
Buyer Personas



Adventurer Abby



Brave Bradley



Nostalgic Nathan



Adventurer Abby

1

Location

- Pacific North West
- California Coast

2

Demographics

- Age Range: 27-35
- Gender: Female
- Marital Status: Single
- Modern "Hippie"

3

Occupation

- Remote professional worker-middle management

4

Annual Income

- \$150,000 – \$200,000

5

Devices

- iPhone, Apple Watch, MacBook Pro, iPad

6

Digital Channel

- Tik Tok, YouTube, Instagram Reels, Facebook, LinkedIn, Reddit

7

Education

- College Graduate; studies Sustainability / Environmental Science

8

Behavior/Hobbies

- Being outdoors, environmentally conscious traveling, outdoor sports (surfing, hiking, running, climbing)
- Camping
- Cooking, thrifting, old soul (listens to older music), yoga
- Hosts beach clean-ups, and park clean-ups: nonprofit / volunteer work

9

Values

- Simplicity, retro-lifestyle, minimalist
- Sustainability, the earth, astrology, having a positive environmental impact
- Being financially frugal in everyday life – won't hesitate to splurge on more important purchases that resonates with her

10

Key Influences

- Social media – specifically adventuring content creators (van life movement)
- Minimal environmental impact (EV)

11

Professional Goals

- Retiring early so they can travel the country
- Establishing eco-friendly values in the corporate culture they work in (i.e environmental philanthropy)
- Create environmental non-profit

12

Motivations

- Adventure and traveling
- Personal growth and self discovery
- Social connection and making memories
- Environmental awareness and responsible travel



Adventurer Abby

Awareness



What is the customer thinking or feeling?

- Urge to find new and sustainable ways to travel
- Durable, reliable, and comfortable mode of transportation
- Excited about storage space, and ability to travel with friends/family
- Eco - Conscious consumption

What is the customer's action?

Going through her top--of-mind car brands to recall if any match what he's looking for

What is the customer's digital touchpoint with the business?

Instagram, Facebook, and YouTube for influencer content showcasing adventure vehicles and eco-travel.

What are the customer's biggest pain points at this time?

Budget and affordability:
Doesn't know how product compares to other companies
and is Unaware of all features

What are the customer's biggest trigger points at this time?

Wants a Sustainable way to travel across the country,
Finding a vehicle that can support that



Adventurer Abby

Interest



What is the customer thinking or feeling?

Abby knows she will need a new vehicle and will start looking based off of specific features he'd prefer
She is pretty open-minded at this stage
Wants authentic reviews of different vehicle models

What is the customer's action?

Looking into EV Vehicles, specifically vans.
Starts to look into specific features the van offers

What is the customer's digital touchpoint with the business?

Google, Tik Tok, YouTube, Reddit

What are the customer's biggest pain points at this time?

Information overload:
Not knowing what content to focus on.
Easy to lose interest and feel overwhelmed

What are the customer's biggest trigger points at this time?

With the ability to look at personalized demos and customizable web experiences via Volkswagon.com, this may help Adam start to heavily consider the I.D. BUzz



Adventurer Abby Consideration



What is the customer thinking or feeling?

Wants something within budget:

Wants desired features after research

What is the customer's action?

Building van on a few different websites

Looking at customization features

What is the customer's digital touchpoint with the business?

Product landing pages, search engines: Volkswagen.com

What are the customer's biggest pain points at this time?

Price,
Employment status,
Cost Vs. Benefit analysis,
Multiple options for EV vehicles

What are the customer's biggest trigger points at this time?

How well the vehicle features matches what he's looking for within her budget:
Vehicle customizations on company websites



Adventurer Abby Conversion



What is the customer thinking or feeling?

Decides that van has all the features needed
Van is in Budget
Excited about making the decision

What is the customer's action?

She finalizes her decision, add to cart, and purchase the vehicle, potentially using a first-time buyer incentive or test drive discount.

What is the customer's digital touchpoint with the business?

Volkswagen's website, Instagram (purchase link), email sign-up for exclusive offers or test drive promotions.

What are the customer's biggest pain points at this time?

The purchase decision is significant, so they want assurance that they're making the right choice in quality and long-term value.

What are the customer's biggest trigger points at this time?

A tailored email campaign offering incentives, like a test drive discount or financing options, can encourage purchase conversion while giving them added confidence in their decision.



Adventurer Abby Loyalty



What is the customer thinking or feeling?

Has driven her van and is extremely satisfied with all of the features and functionalities
Convinced this van will last her a long time

What is the customer's action?

Stays in tune with I.D Buzz Social Campaigns,
Actively advocates for the I.D Buzz to friends, family, and peers

What is the customer's digital touchpoint with the business?

Email
Social channels
(Instagram, Tik Tok, Youtube, X, etc)

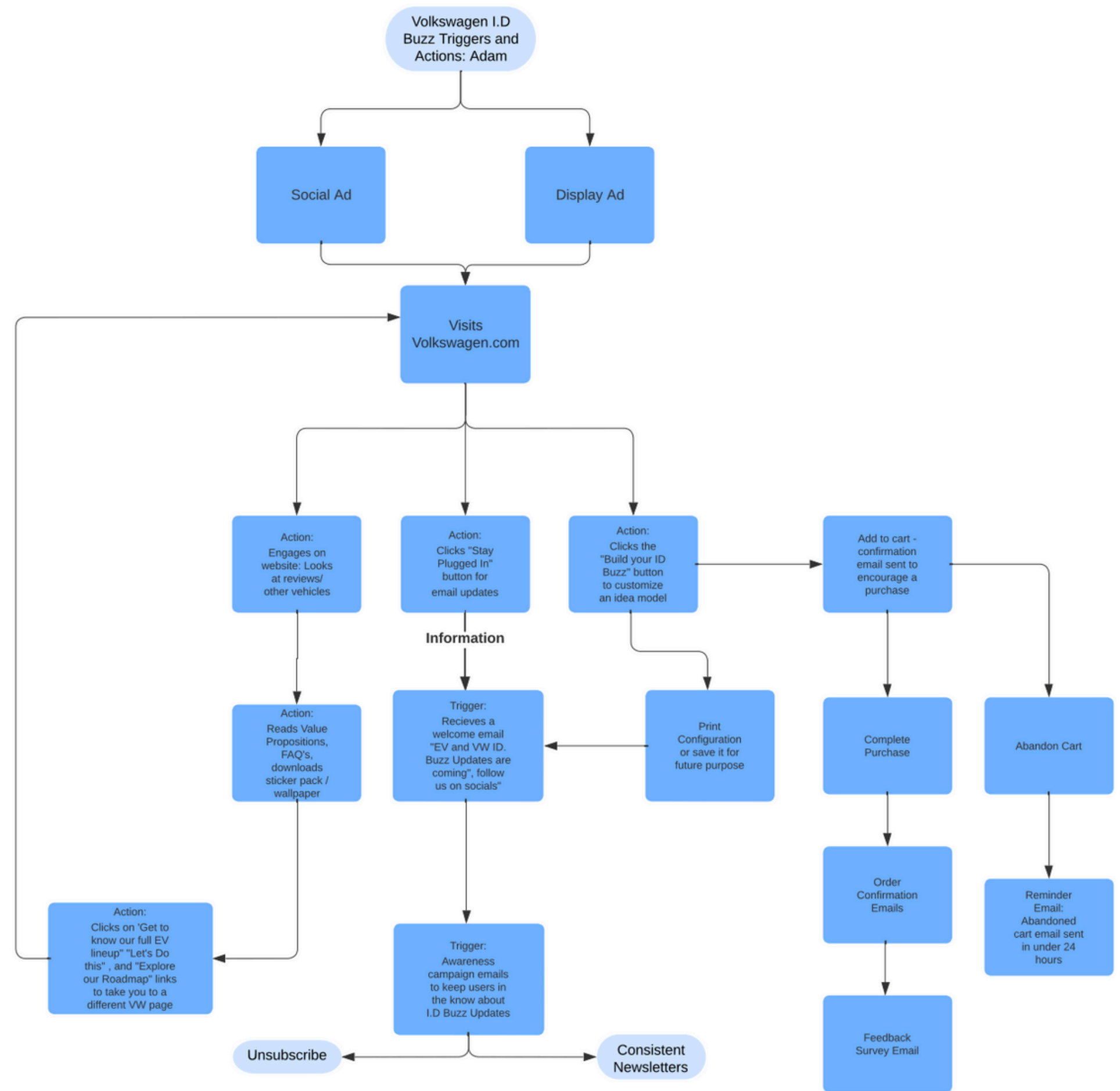
What are the customer's biggest pain points at this time?

With the I.D Buzz durability in mind,
Adam/Abby does not see a need to actively seek promotions

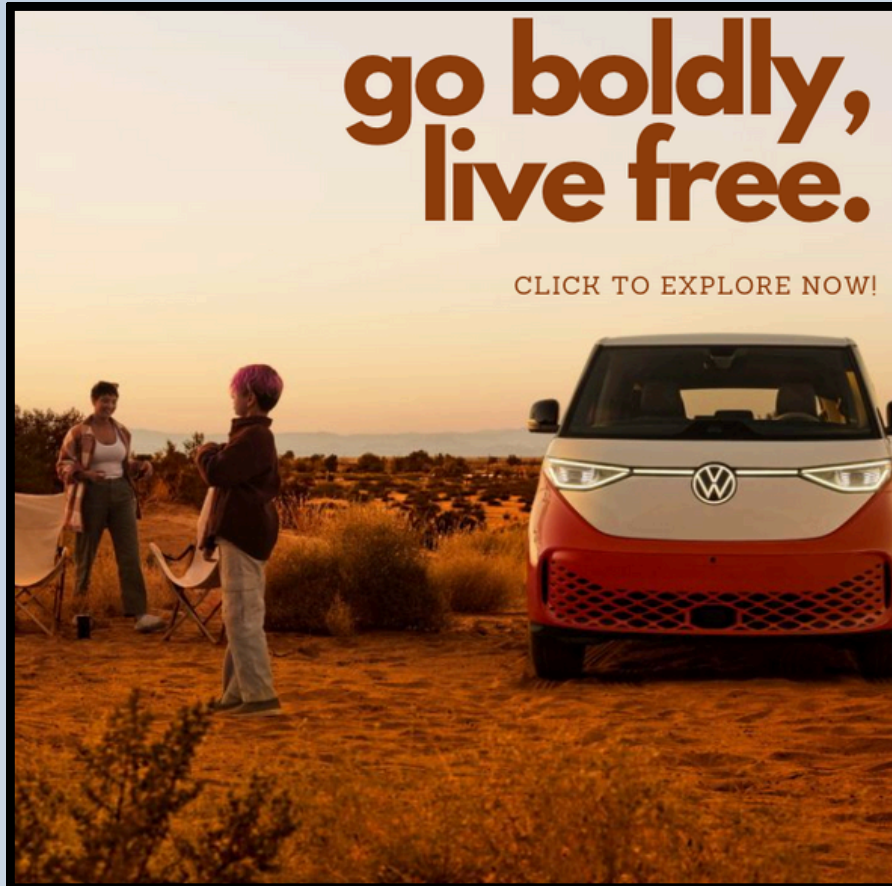
What are the customer's biggest trigger points at this time?

Abby's positive experience with the product will cause him to advocate for it's merit amongst his peers through the feedback email VW sends and WOM

Abby's Journey



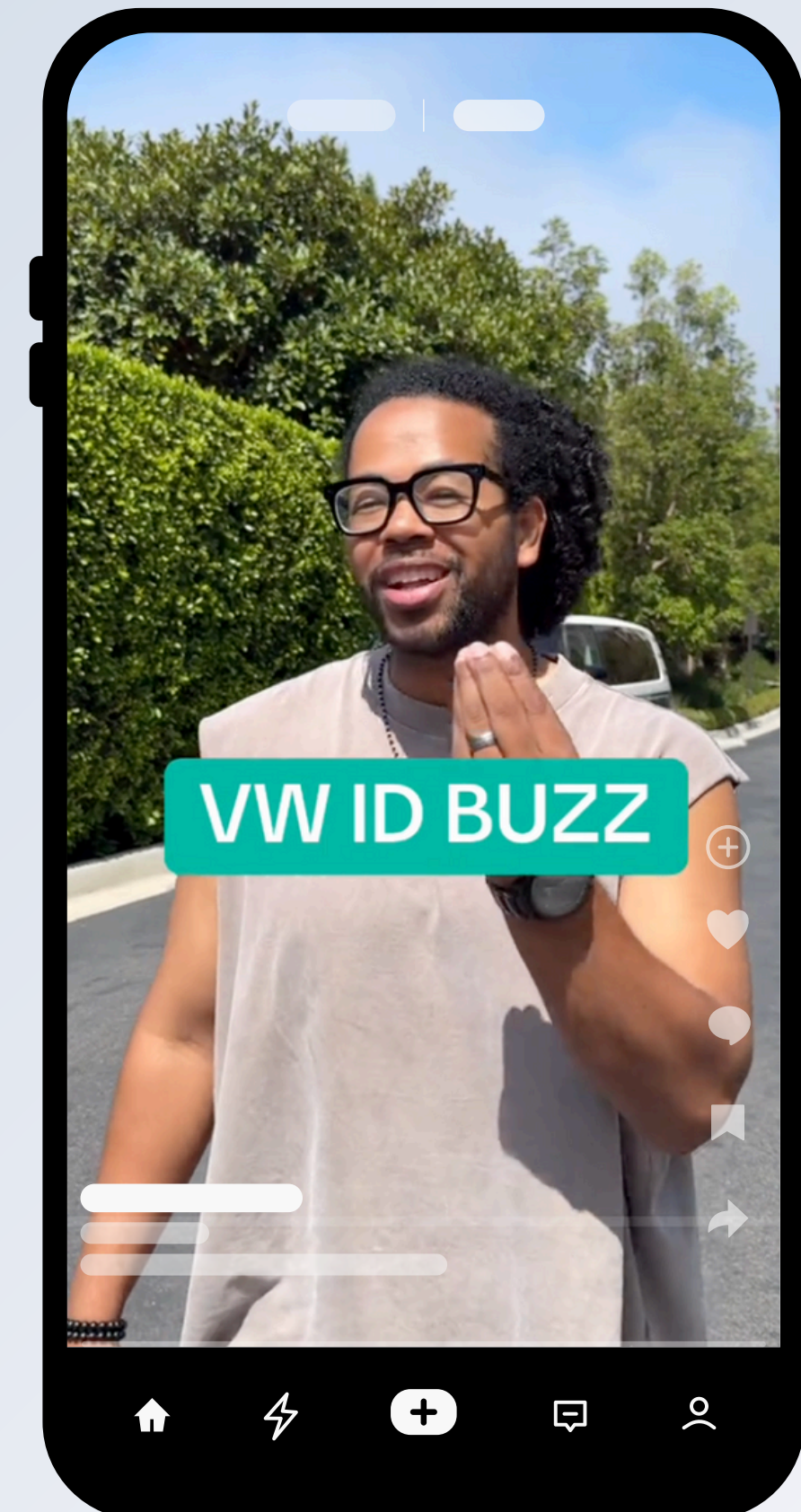
Adventurer Abby Awareness Ad – Display



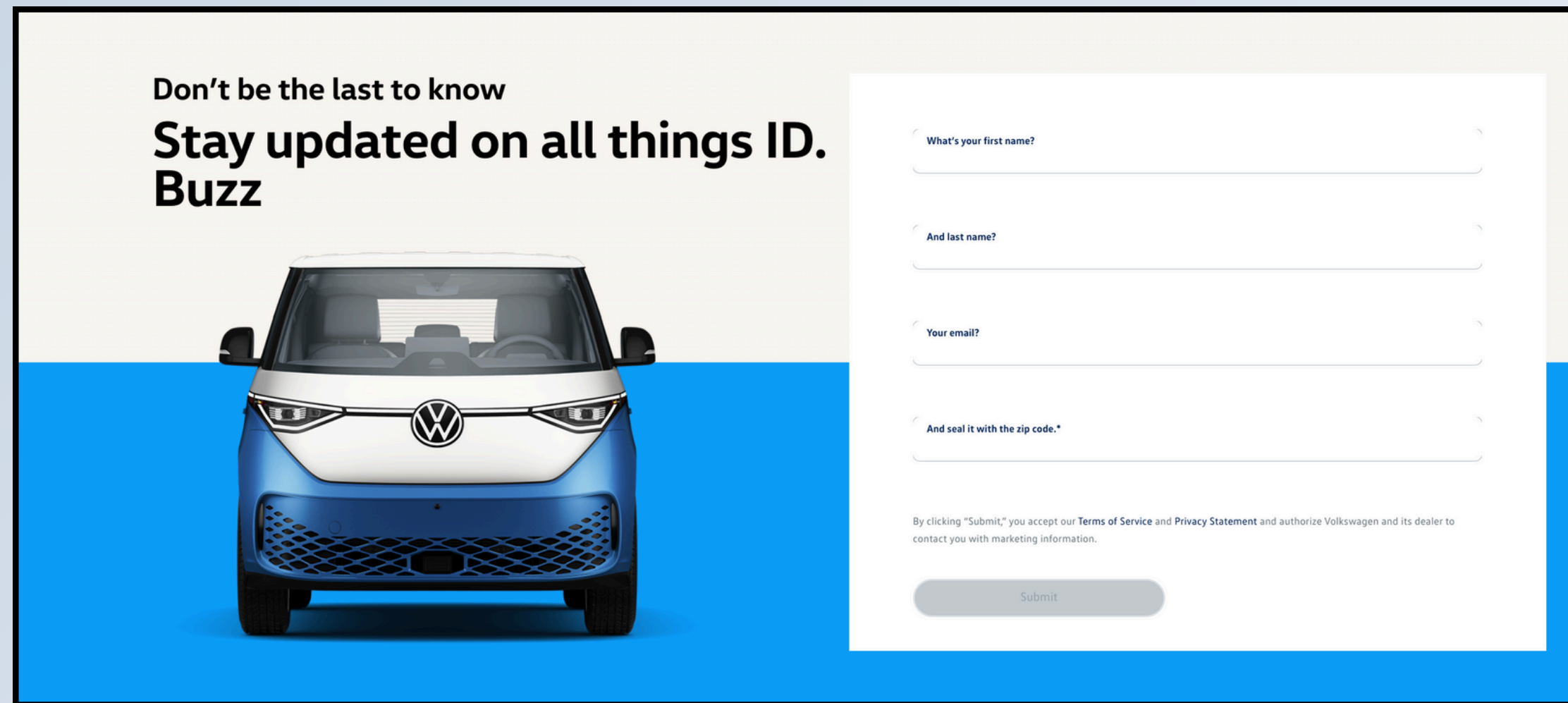
Within these display ads, we strive to embody the spirit of adventure and freedom embodied by our Adventurer Abby persona. The first ad Features two individuals parked under a stunning sunset, effectively capture the essence of exploration and connection that directly upholds the values and emotional resonance of our target audience. The simple yet powerful imagery encourages the Abby personas to go boldly and live free, compelling them to envision unforgettable journeys with loved ones in the all-electric I.D Buzz. The second ad's play on words "Buzzing for Adventure" evokes a humorous and lighthearted tone that can generate an emotional response from a younger audience base. The consistent adventurer messaging positions the I.D Buzz as the go-to vehicle for the enthusiastic young traveler wanting to traverse cross-country. Through clicking on these display ads, prospects can easily visit the Volkswagen product display page to learn more about the I.D Buzz and discover how it can elevate their own adventures.

Adventure Abby Awareness Ad – Social

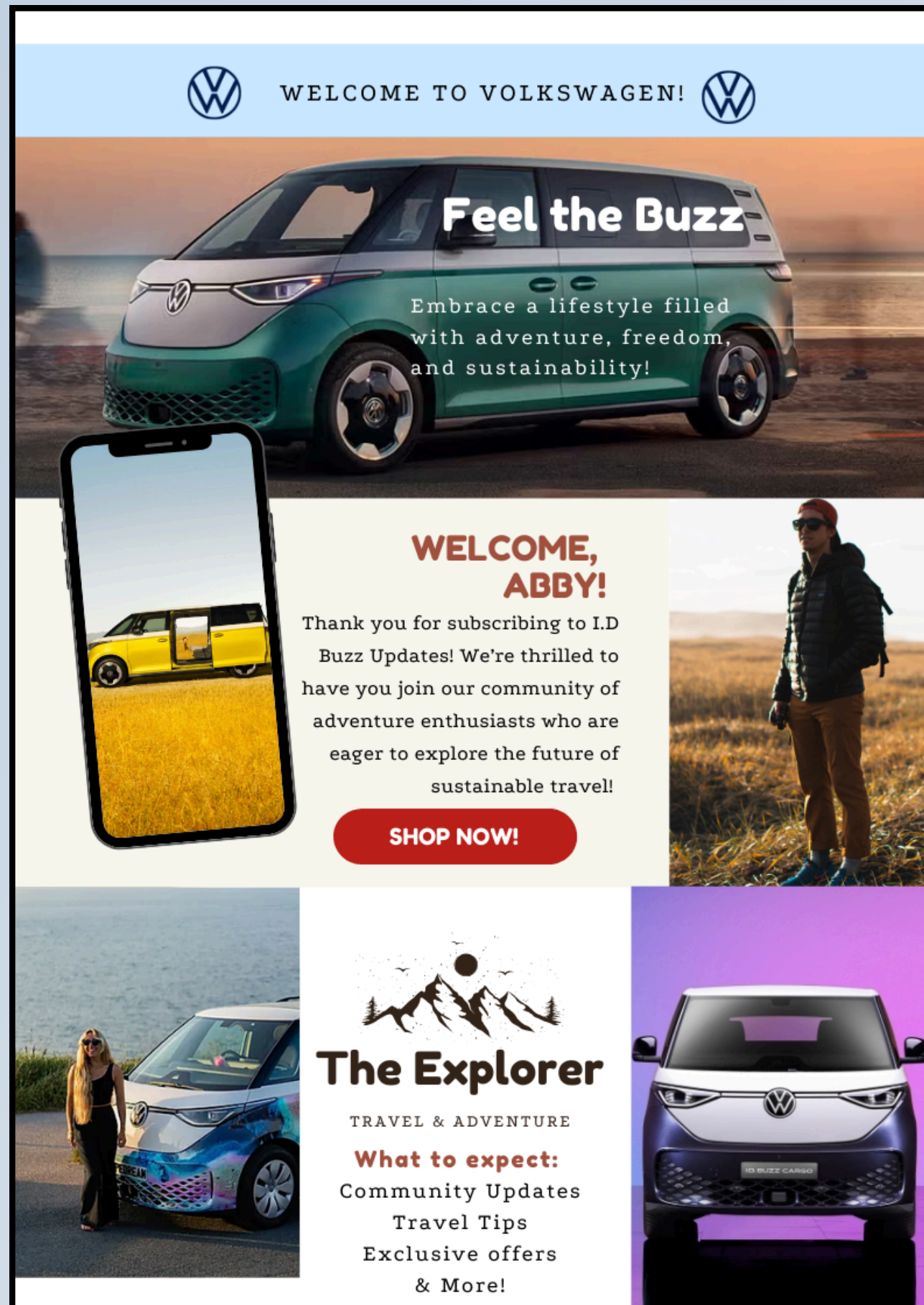
Within this social ad, we utilized Tik Tok to capture the online habits and digital channels Adventurer Abby frequents. The ad features a popular influencer giving a tour of an I.D buzz and showcasing all of its features and functions. Through highlighting the vehicle's eco-friendly design, spacious interior with lots of storage, and advanced technology capabilities, the influencer appeals directly to Abby's values and key influences as an adventurous traveler. The more authentic presentation creates a relatable experience that effectively builds trust with an audience.



Adventurer Abby Interest – Website Trigger



Once Abby reaches the I.D Buzz Website, she has the option to explore the page and look at the variety of interactive elements the site possesses. Upon further scrolling, we will prompt her to sign up for our email subscription list for our promotional newsletter for exclusive content and product updates. Additionally after customizing her dream model, the site will also prompt her to this section in order to save her designs.



Adventurer Abby Interest – Email Trigger

After Abby signs up for our email subscription list, she will receive a personalized welcome email that outlines what she can expect from our regular communications. This email will include a clear call-to-action encouraging her to explore our offerings and return to the site, guiding her into the consideration stage. By emphasizing sustainability and adventure, we directly connect with Abby's lifestyle as an avid traveler, reinforcing her belief that our brand is a perfect fit for her needs. We aim to validate her priorities by showcasing how the I.D. Buzz meets her expectations in a vehicle.

LIMITED TIME ONLY: FREE EXPRESS SHIPPING!

Your I.D Buzz Awaits!

COMPLETE PURCHASE

Hi Abby! Your I.D. Buzz is waiting in your cart for an adventure-filled journey! Click the link above to complete your purchase and embrace a lifestyle of eco-friendly travel. As a courtesy, we've included free express shipping to get you on the road even faster!

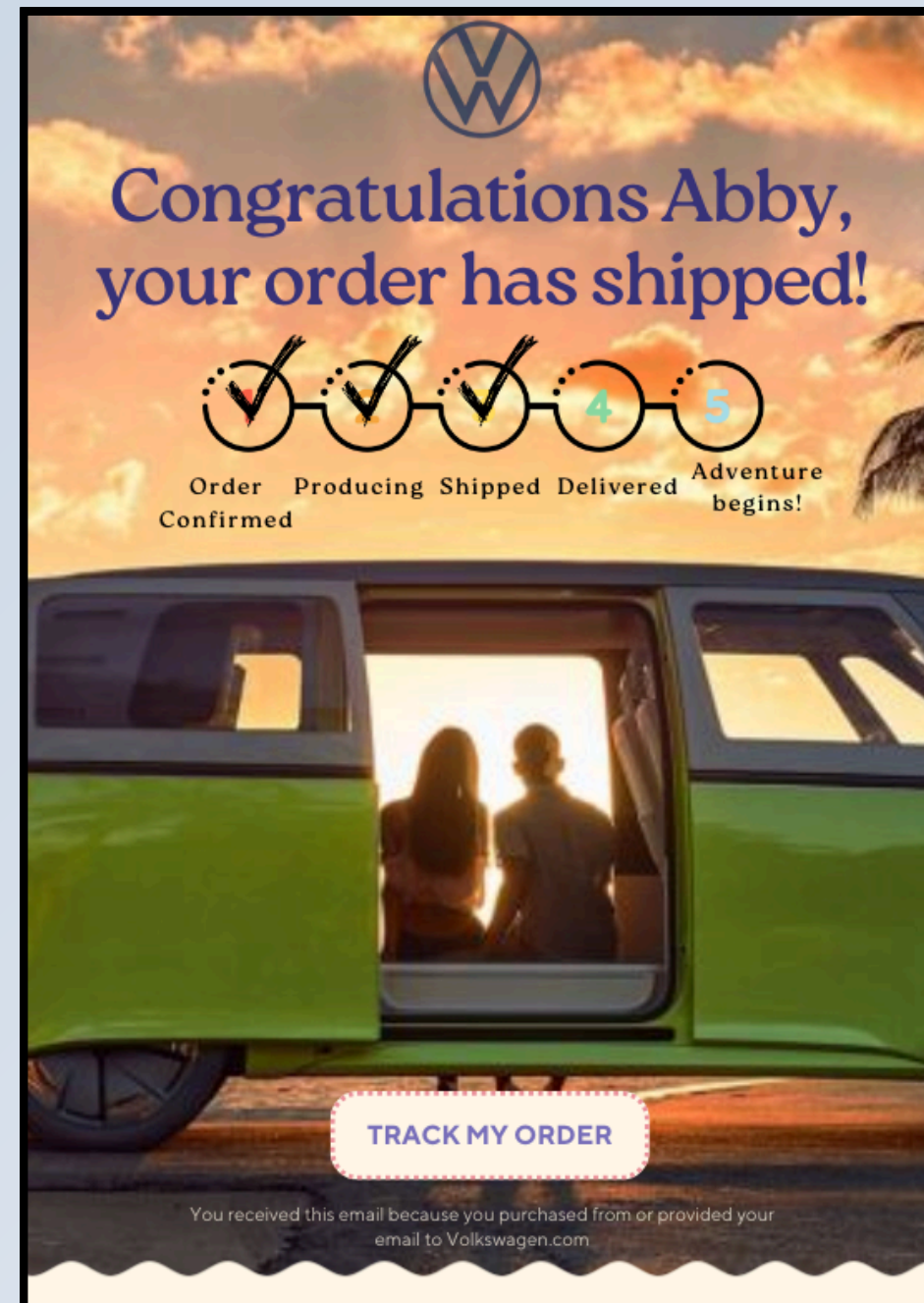
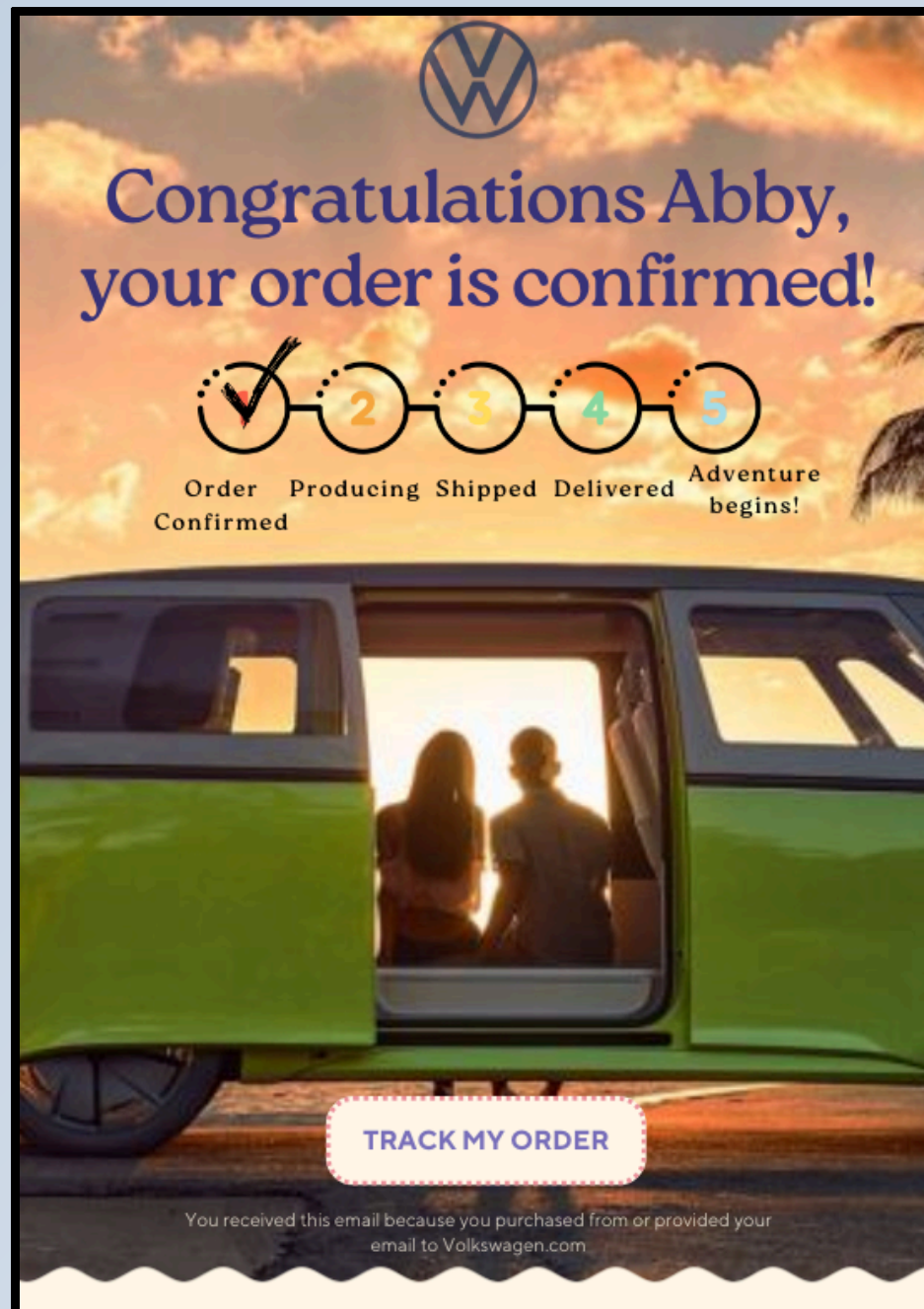


You received this email because you purchased from or provided your email to Volkswagen.com

Adventurer Abby Consideration – ATC Email Trigger

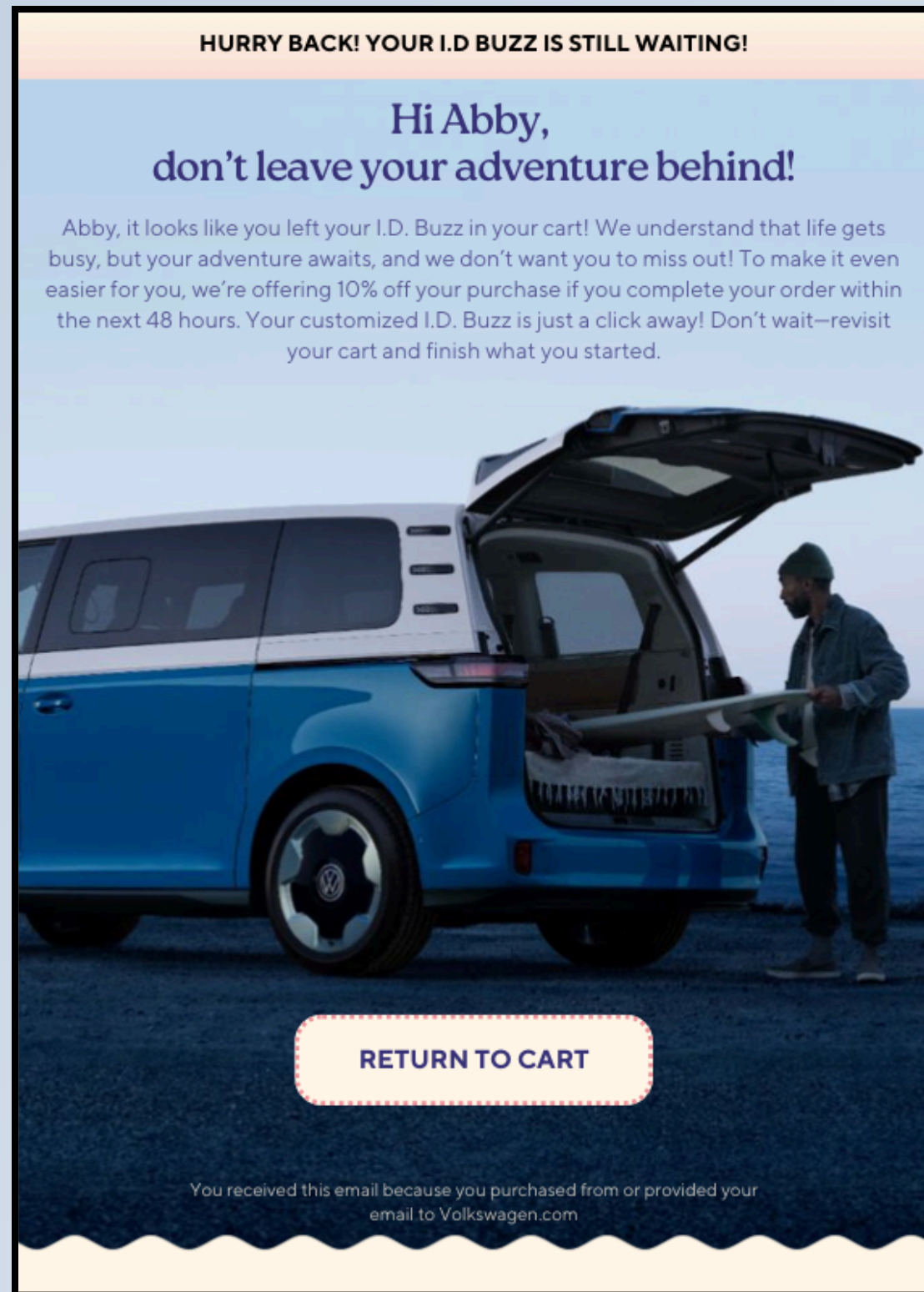
After Abby returns to the website, she customizes her make and model of the I.D. Buzz. Once she adds it to her cart, we send her an email with an exclusive offer to incentivize her to purchase. This sense of urgency is designed to encourage Abby to act quickly. Before customizing her vehicle, we prompt her to provide her email address, ensuring she stays informed about our offers and updates.

Adventurer Abby Conversion- Complete Purchase Email Tracking

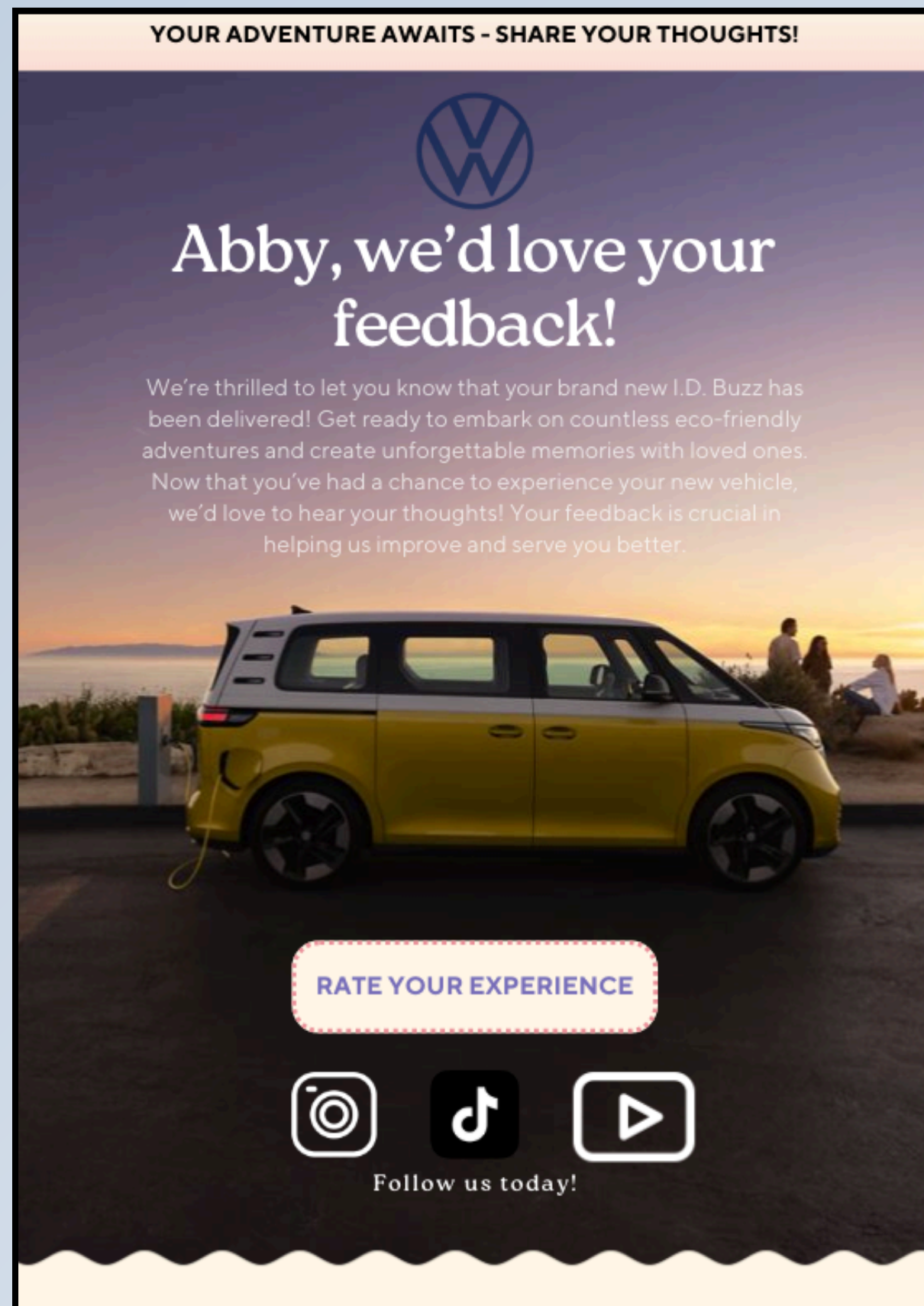


When Abby completes her purchase, she will receive a confirmation email that allows her to track her shipment until delivery. This not only directly engages her but also keeps her informed throughout the process, enhancing her overall experience with our brand. By providing real-time updates, we foster a sense of excitement and anticipation, reinforcing her decision to choose the I.D. Buzz. This communication builds trust and ensures that Abby feels supported every step of the way as she prepares to embark on her new adventures.

Adventurer Abby Conversion- 24-hour follow up After Abandoning Cart



If the cart has been abandoned, a retargeting email will be sent to remind Abby about her unfinished purchase. This email will arrive within 24 hours of abandonment and will include an exclusive 10% discount offer to encourage her to complete her order. The message will be personalized, addressing Abby directly and acknowledging her interest in the I.D. Buzz. It will convey an understanding that life can get busy, but her adventure awaits, creating a sense of urgency to prompt action. By including a clear call to action, such as a link to return to her cart, the email aims to make it easy for Abby to finalize her purchase. This strategy not only helps recover lost sales but also enhances her overall experience with the brand by showing that we value her interest and want to support her journey towards becoming an I.D. Buzz owner.



Adventurer Abby Loyalty- Feedback Email

After her shipment is complete, Abby will receive an email asking her to provide feedback on her overall experience. This feedback will provide us with valuable insights into her satisfaction level, the effectiveness of our communication throughout the purchasing process, and any areas where we can improve. By understanding Abby's perspective, we can enhance our services, refine our customer interactions, and better meet the needs of adventurers like her. Ultimately, her input will help us create a more seamless and enjoyable experience for future customers, ensuring that we continue to foster a strong connection between the Volkswagen brand and our community of eco-conscious travelers.

Intent



The campaign's focus is to make the ID. Buzz Abby's go-to choice for outdoor excursions and spontaneous road trips, offering her a comfortable, planet-friendly ride that supports her commitment to a sustainable future. Ultimately, the goal is to elevate Abby's travel experience while reinforcing Volkswagen's dedication to innovation and eco-conscious driving with the ID. Buzz.

The intent of Volkswagen's ID. Buzz campaign for Adventurer Abby is to introduce an eco-friendly and stylish vehicle that aligns with her love for exploration and sustainable living. The ID. Buzz is now available for purchase nationwide, supported by interactive digital features that engage Abby in real-time, enhancing her journey both online and on the road.

Impact



The ID. Buzz campaign increased awareness and interest by engaging Adventurer Abby through a multi-channel digital approach, inviting her to build and customize her ideal vehicle online. This interactive experience encouraged Abby to personalize her ID. Buzz, selecting features that aligned with her eco-conscious values and adventure-driven lifestyle. After completing her custom build, she received a follow-up email inviting her to visit a dealership to experience the vehicle in person, strengthening her connection to Volkswagen.

Abby's positive experience with the customization process, along with personalized offers, led to a test drive and ultimately to vehicle adoption. Her feedback and advocacy amplified the campaign's impact post-purchase, spreading awareness and ID. Buzz adoption among her like-minded, adventure-seeking social circle.



Brave Bradleys

1

Location

- Pacific North West; or near a mountain range

2

Demographics

- Age Range: 35-45
- Gender: Male or Female
- Marital Status: Married; or long term partner with two kids

3

Occupation

- Work remote (flexibility allows for more adventures)
- Could potentially freelance; photography, journalism, etc
- Anthropologists

4

Annual Income

- \$150,000 - \$200,000

5

Devices

- iPhone, iPad, Apple Watches, TVs installed in cars

6

Digital Channel

- YouTube, Facebook, Instagram, TikTok

7

Education

- College Graduate; maybe master's in anthropology or sustainability

8

Behavior/Hobbies

- Outdoor Enthusiasts (Camping, Hiking, Skiing, National Park trips, etc.)
- Frequent Travelers (Cross country road trips, opting for the "off the beaten path" route)
- Eco conscious (Sustainable living, eco friendly, reducing carbon footprint)
- Athletic → lifestyle sports. Focus on team-building and connecting with others and joining communities that have similar lifestyles and goals.

9

Values

- Sustainability
- Creating memories
- Family bonding
- Independence/Freedom

10

Key Influences

- Youtube Travel influencers/vloggers
- Sustainability advocates
- Other families in the community
- Authors → Let My People Go Surfing; Barbarian Days: A Surfing Lifestyle

11

Professional Goals

- Work-life balance
- Career growth (working toward a more flexible schedule that accommodates their travel plans)

12

Motivations

- Creating life-long memories
- Exploration/Discovery
- Comfort and safety for the family
- Freedom & Flexibility
- Sustainability



Brave Bradley Awareness

What is the customer thinking or feeling?

The Bradley's want a vehicle that supports their adventurous lifestyle, offering space, safety, and eco-friendly features for cross country travel with their family.

What is the customer's action?

They begin following eco-conscious travel influencers and family adventure accounts, seeking inspiration for sustainable road trips and family travel gear.

What is the customer's digital touchpoint with the business?

Instagram, Facebook, and YouTube for influencer content showcasing adventure vehicles and eco-travel.

What are the customer's biggest pain points at this time?

Finding a vehicle that aligns with their values (sustainability, family bonding, safety) and offers features to make travel convenient and enjoyable for the whole family.

Why do we feel this will alter the customer journey?

Introduce the ID. Buzz through social media ads and influencer partnerships showing family-friendly features, space, and sustainability to capture the Brave Bradleys' attention.



Brave Bradley Interest

What is the customer thinking or feeling?

The family recognizes their need for a vehicle upgrade that suits their lifestyle, starting to identify brands and models that support their eco-conscious values and adventure needs.

What is the customer's action?

They continue following adventure influencers and start exploring vehicle options, envisioning themselves in different models suited for outdoor excursions.

What is the customer's digital touchpoint with the business?

Instagram, YouTube, and Facebook for influencer endorsements, short videos, and family adventure vlogs.

What are the customer's biggest pain points at this time?

Sorting through vehicle options to find the right fit in terms of space, safety, sustainability, and a budget-friendly price.

Why do we feel this will alter the customer journey?

Target the Brave Bradley's with sponsored Instagram stories or YouTube ads featuring families on eco-friendly road trips, emphasizing the ID. Buzz's spacious interior, safety features, and low environmental impact.



Brave Bradley Consideration

What is the customer thinking or feeling?

They are seriously evaluating a few vehicle options, comparing the ID. Buzz to alternatives while considering factors like price, functionality, and environmental impact.

What is the customer's action?

The Brave Bradleys read reviews, watch YouTube comparisons, search for details on each option, and explore features on the Volkswagen website.

What is the customer's digital touchpoint with the business?

Search engines, Volkswagen's website, YouTube for vehicle feature vlogs, and digital articles on eco-friendly travel vehicles.

What are the customer's biggest pain points at this time?

The cost of the vehicle, and ensuring it has the necessary features for long-distance family travel; they also want to feel certain it meets sustainability standards.

Why do we feel this will alter the customer journey?

Offer detailed content on the Volkswagen website, like video tours, comparison charts, and eco-credentials for the ID. Buzz, to reassure them on value and suitability.



Brave Bradley Conversion

What is the customer thinking or feeling?

The family is ready to invest, feeling confident in the ID. Buzz's value and alignment with their lifestyle and values.

What is the customer's action?

They finalize their decision, add to cart, and purchase the vehicle, potentially using a first-time buyer incentive or test drive discount.

What is the customer's digital touchpoint with the business?

Volkswagen's website, Instagram (purchase link), email sign-up for exclusive offers or test drive promotions.

What are the customer's biggest pain points at this time?

The purchase decision is significant, so they want assurance that they're making the right choice in quality and long-term value.

Why do we feel this will alter the customer journey?

A tailored email campaign offering incentives, like a test drive discount or financing options, can encourage purchase conversion while giving them added confidence in their decision.



Brave Bradley Loyalty

What is the customer thinking or feeling?

The Brave Bradleys feel satisfied and proud of their purchase, confident that it aligns with their values and supports their adventures.

What is the customer's action?

They engage with Volkswagen's social media, sharing family road trip photos, participating in loyalty programs, and watching for new updates or accessories.

What is the customer's digital touchpoint with the business?

Instagram, Facebook, email newsletters, and Volkswagen's website for loyalty offers and content.

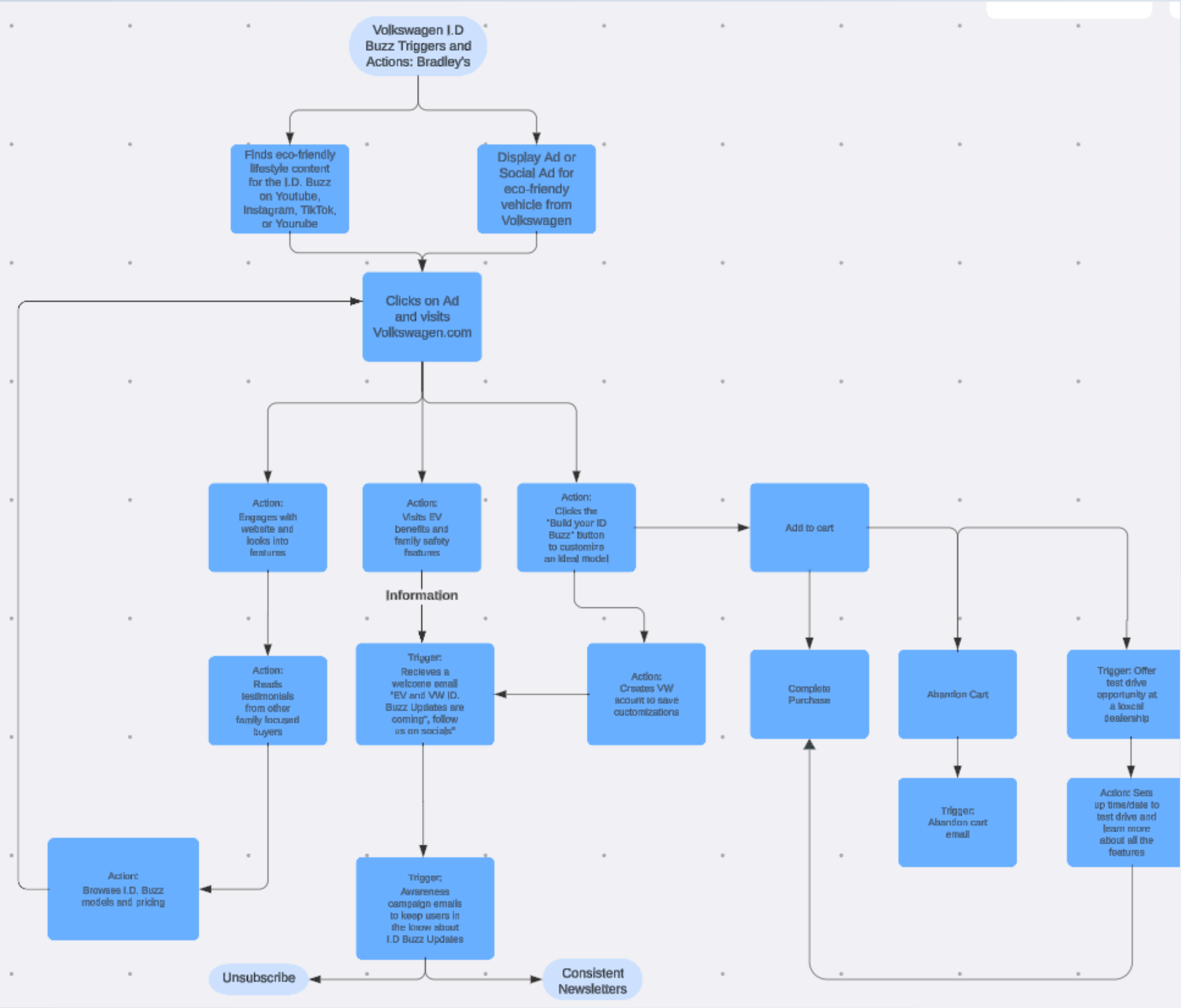
What are the customer's biggest pain points at this time?

Continuing to feel supported and valued by Volkswagen through relevant content and community engagement.

Why do we feel this will alter the customer journey?

Encourage user-generated content by prompting them to share travel experiences with #IDBuzzAdventures, along with exclusive offers on travel accessories. Implement loyalty rewards, like early access to new features or events, to foster ongoing engagement.

Brave Bradleys Flowchart



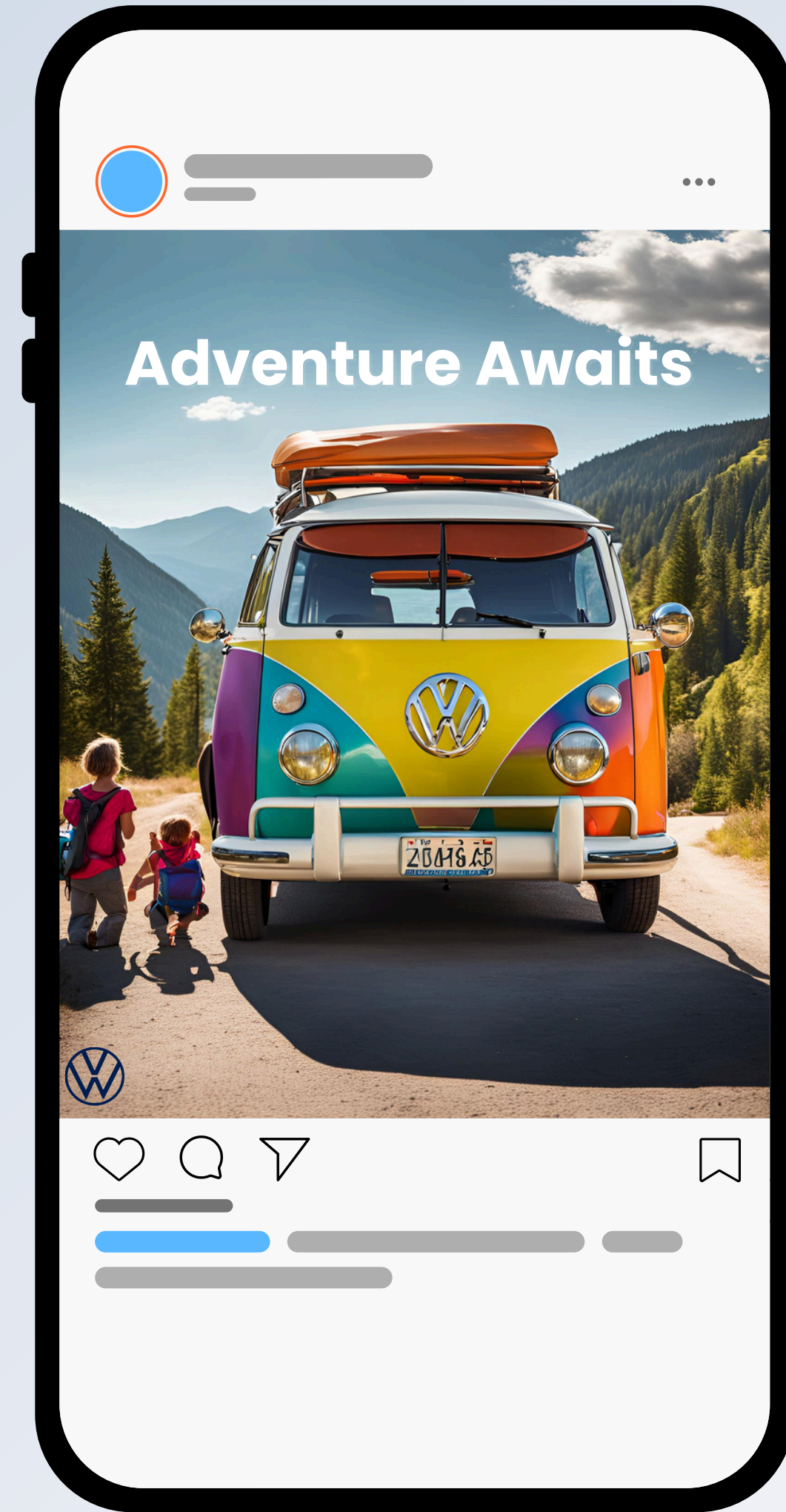
Brave Bradley Awareness Example – Display Ad

The goal of this ad is to show how versatile and heavy-duty the ID Buzz is. The Bradleys are a family that enjoys lifestyle sports and needs a vehicle that can carry all of their equipment and adapt to their lifestyle. The slogan “The People’s Car” brings in one of the original VW slogans, and builds on the timeless nature of the original VW bus. The image also showcases the “off the beaten path” nature of people like the Bradleys.



Brave Bradley Awareness Example- Social

The goal of this ad is to capture the outgoing nature of the family. The Bradleys are frequent travelers and this ad demonstrates how a vehicle like the ID Buzz is the perfect addition to their lifestyle. The illustration including the children emphasizes this point. The ID Buzz perfectly assimilates into one of the families' adventures. The idea is that the Bradleys could see themselves within this ad. The slogan "Adventure Awaits" hones in on the fact that this is a vehicle that is built for travel and built to last.



Brave Bradley Consideration – Website Trigger

The goal of this ad is to give the consumer a way to stay informed when it comes to the ID Buzz. Prompting the Bradley's to sign up for a Volkswagen account will keep them informed about different campaigns for the Buzz as well as other products. The ad and information given will be tailored to the Bradleys, such as eco-friendliness and family convenience. Signing up for a Volkswagen account brings the Bradleys into a more personal relationship with the brand.



**stay in the
loop**

join now



Forgot Something?

Stop by your local
dealer for a test drive



BOOK NOW



Brave Bradley Consideration – Email Trigger

The purpose of this email trigger is to re-engage potential customers who have shown prior interest in a vehicle or a test drive but haven't completed the booking process. By reminding them to "stop by" or "book now," the email aims to nudge them closer to a purchase decision by providing a convenient, actionable next step. This trigger can help capture leads that might otherwise go cold by re-establishing the dealership's presence in the customer's mind and encouraging immediate action.

Brave Bradley Conversion: Abandon Cart Email

The goal of this ad is to encourage the Bradleys to return to complete their purchase, while aligning the Buzz with their adventurous values. The email presents the Bradleys with an opportunity that they wouldn't want to miss. The friendly and conversational tone of "Going so soon?" is casual and conversational, which alleviates any pressure that they might feel. This email reinforces the ID Buzz as the ultimate eco-friendly vehicle that can take them on their adventures.

Going So Soon?

Don't Miss Out On Your Family's Next Adventure



PURCHASE TODAY

Intent

These ads intend to illustrate to the Bradleys that this is not just a car, it is an essential tool and component of their lifestyle. Showing off how eco-friendly the ID Buzz is and how it offers them the space and comfort essential to accompany them on all of their adventures. The ID Buzz aligns with their goals of being sustainable in their purchases and allowing for them to embark on all adventures without having to worry.





Impact

The goal is to position the ID Buzz as a vehicle that will assimilate into the Bradley's lifestyle. The ID Buzz should be the first vehicle that comes to mind when the consumer thinks of a car capable of handling every adventure. The Bradleys crave flexibility, freedom, and a car that will only positively impact the environment. The campaign aims to make the ID Buzz a vehicle in which the Bradleys could easily see themselves using on a day to day basis. At the end of the day, choosing the ID Buzz should be a no brainer for a family like the Bradleys.



Nostalgic Nathan

1

Location

- Massachusetts or in New England

2

Demographics

- Age Range:50–70
- Gender: Male
- Marital Status: Married; with four kids
- Former Surfer

3

Occupation

- Senior Systems Engineer

4

Annual Income

- \$100,000–\$150,000

5

Devices

- PC, Television, iPhone, Solar-Powered Devices, Apple Watch

6

Digital Channel

- Email/ Web Advertisements, Online Forums (Reddit)

7

Education

- Masters Degree from a high-ranking university, studied Engineering

8

Behavior/Hobbies

- Enjoys watching surfing competitions and documentaries
- Listens to Bob Dylan and Beach Boys
- Reads magazines about new environmentally friendly technology
- Eco-conscious living like reducing waste and recycling

9

Values

- Believes in electric cars and helping the environment
- Legacy for his children and future generations
- Progressive
- Open- minded

10

Key Influences

- Parents who were hippies in his childhood
- 1960s counterculture movement

11

Professional Goals

- Retiring and living a comfortable, peaceful life
- Mentor younger engineers in enviornmental engoineering and renewable energy
- Making a positiveenvironemntal impact



Nathan's Motivations

01

Sustainability: As Nathan is getting ready to retire from the workforce, Nathan is looking to revamp his lifestyle. He is choosing to start with a car that is eco-friendly and made out of recyclable materials.

02

Nostalgia: Nathan finds himself constantly reminiscing over his first vehicle, the Original VW Bus. He remembers his memories being filled with freedom and adventure. Nathan wants to feel young again with what he drives and hopes to find a vehicle that can last on roadtrips.

03

Legacy: Nathan's family is growing and he wants his grandchildren to be able to experience the world the way he did with an adventurous lifestyle.



Nostalgic Nathan Awareness



What is the customer thinking or feeling?

- Urge to feel young and hip again
- Desire for a sustainable method of transportation
- Needing a car that suits a retired lifestyle

What is the customer's action?

- Thinking of car brands that he enjoyed in his youth
- thinking of sustainable car brands

What is the customer's digital touchpoint with the business?

- Email
- Web Ads

What are the customer's biggest pain points at this time?

- Budget
- Uneducated about modern electric car options

Why do we feel this will alter the customer journey?

- Recapturing Nostalgia
- Having a car he can depend on for his retired lifestyle
- Wanting an electric option



Nostalgic Nathan Interest



What is the customer thinking or feeling?

- Nathan wants a change in the vehicle he drives
- He is pretty open-minded at this stage
- Wants authentic reviews of different vehicle models

What is the customer's action?

- Looking into EV Vehicles, specifically vans
- Starts to look into specific features the van offers

What is the customer's digital touchpoint with the business?

- Reddit,
- Car magazines,
- Google

What are the customer's biggest pain points at this time?

- Not used to using web to search for car options
- needs simplicity and clear representation of product

Why do we feel this will alter the customer journey?

- Reading positive reviews or media buzz online



Nostalgic Nathan Consideration



What is the customer thinking or feeling?

- Wants something within budget
- Wants desired features after research

What is the customer's action?

- Building van on a few different websites
- Looking at customization features

What is the customer's digital touchpoint with the business?

- Landing pages from Emails
- Redirected from other pages on VW site

What are the customer's biggest pain points at this time?

- Price
- Appealing design – must remind him of youth and be familiar in some ways
- Driving Range of Electric vehicle

Why do we feel this will alter the customer journey?

- How well the vehicle's design resonates with him
- Vehicle is customizable and can be personalized



Nostalgic Nathan Conversion



What is the customer thinking or feeling?

- Excited to complete purchase
- Ready to talk with dealer and see car in person

What is the customer's action?

- Finalize decision, add to cart

What is the customer's digital touchpoint with the business?

- Volkswagon checkout page
- Cart
- Getting in touch with dealership or customer service

What are the customer's biggest pain points at this time?

- Putting in payment method
- Going through the checkout process

Why do we feel this will alter the customer journey?

- Add to Cart
- Order Now



Nostalgic Nathan Loyalty



What is the customer thinking or feeling?

- Feeling reassured in Volkswagen as a brand that has been a presence throughout his life
- Satisfied with Van features

What is the customer's action?

- Nathan will continue to speak positive things about Volkswagen to his Family and build generational loyalty

What is the customer's digital touchpoint with the business?

- On Mailing list
- Follows Volkswagen on Facebook, other social media

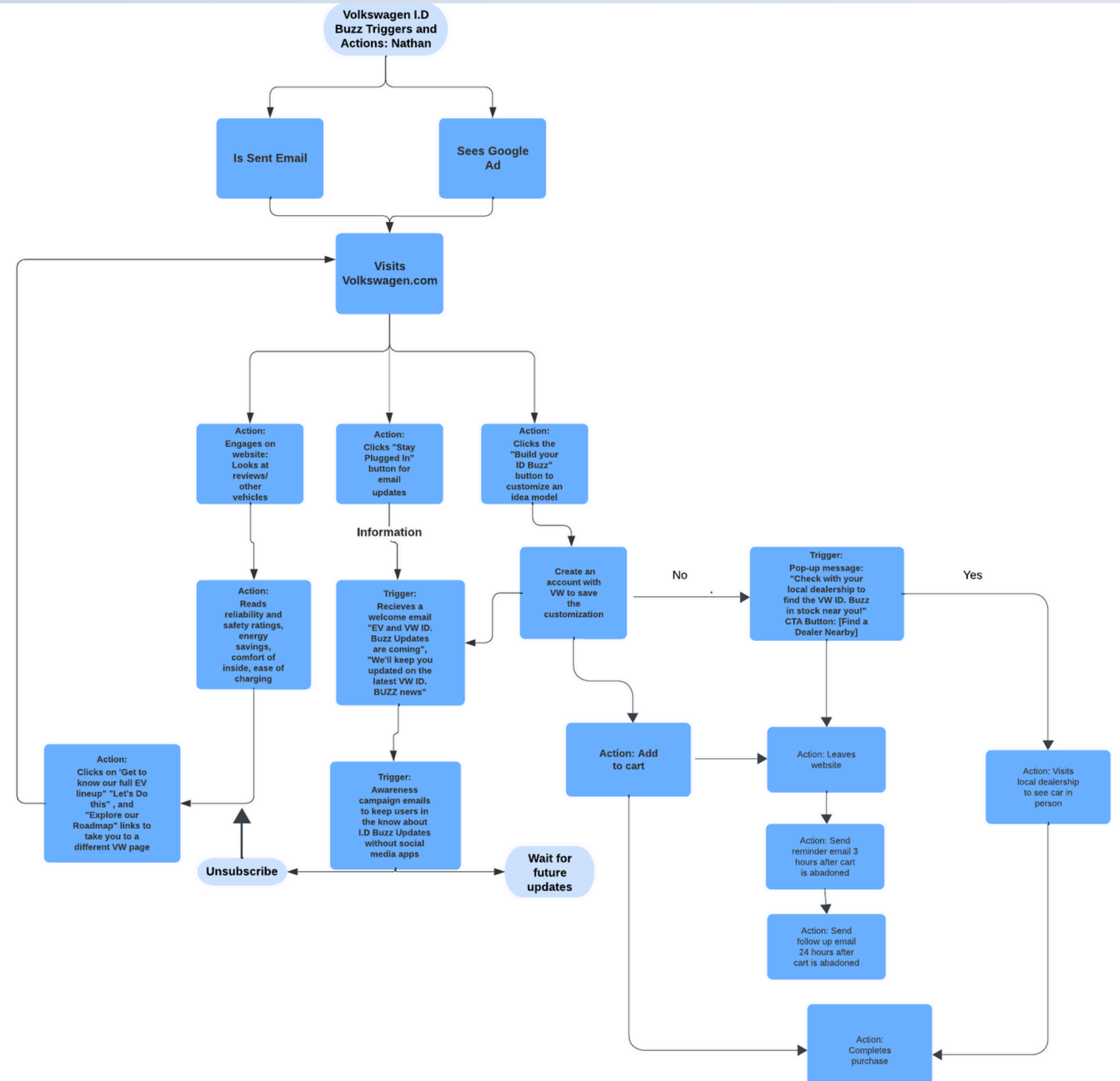
What are the customer's biggest pain points at this time?

- Because Nathan is retired and does not plan to move around, he will not pursue an upgrade or new model

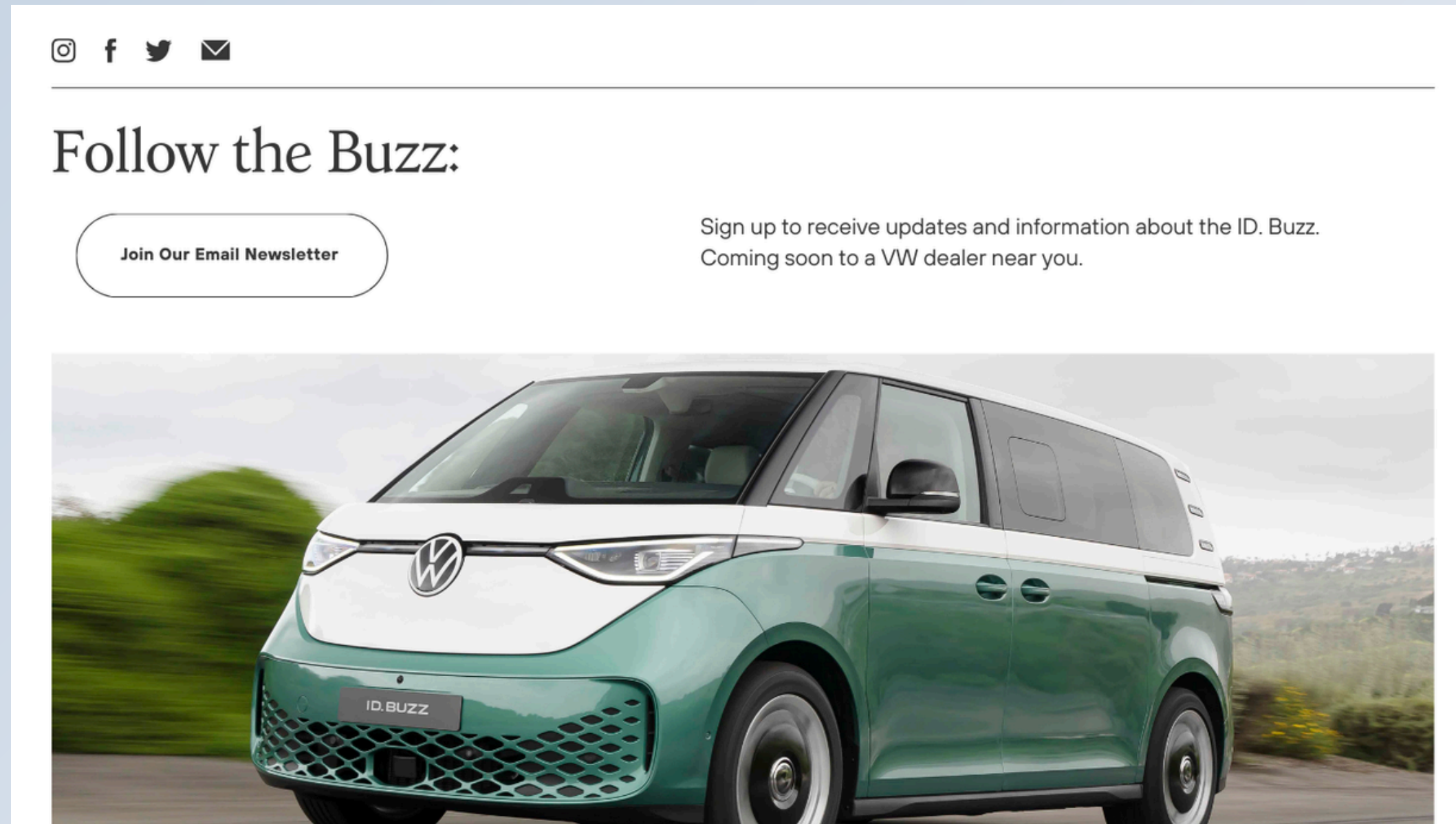
Why do we feel this will alter the customer journey?

- Nathan uses his ID. Buzz often and is eager to drive it around and show it off to friends and family

Nostalgic Nathan's Flowchart



Nostalgic Nathan's Website Trigger



After browsing the website, Nathan will be directed to this page where he can enter his email address and receive updates on the ID. Buzz. The clear and simplistic design makes it easy to read and digest for an older, less social media-savvy user.

Nostalgic Nathan's Awareness Ads

Web Ad

This web ad is aimed towards someone like Nathan who reminisces on an era filled with freedom and adventure during the 60's-70's.

We want to evoke a feeling of nostalgia by placing the VW bus models next to each other. The Original VW Bus on the left carries a classic style whereas the yellow ID. Buzz Bus displays a futuristic and evolved look. Nathan already has a biased positive emotion towards the original VW Bus which may transfer over to the Electric Bus.



Nostalgic Nathan Awareness Ads

**The Same as
Before. Just Better**



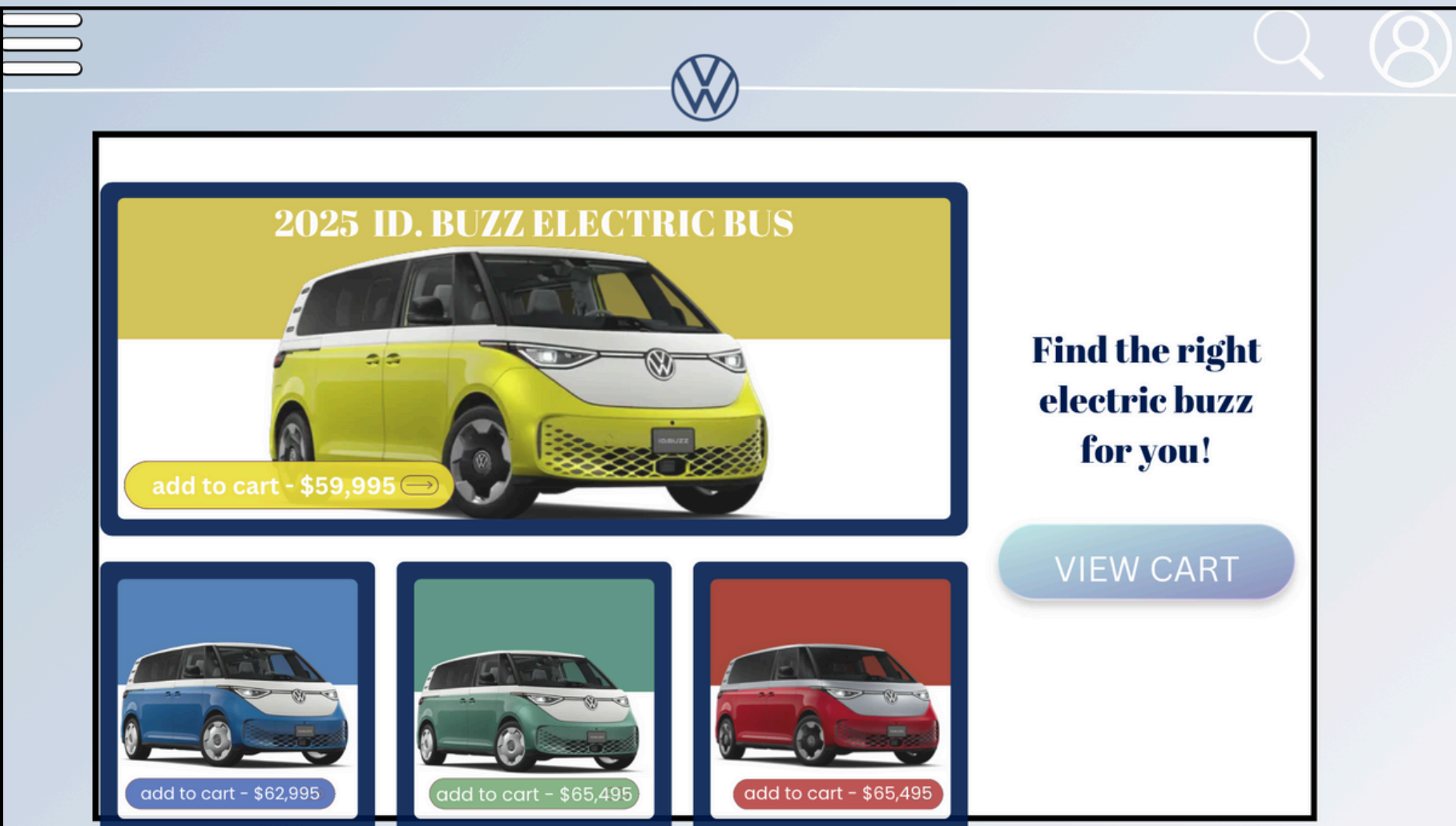
Web Ad

This web ad is aimed at someone like Nathan who has an established relationship with the Volkswagen brand and would be comforted by the familiar aspects of the original VW Bus. It reassures the viewer that all the nostalgic attributes and positive sentiments around the original vehicle are still present and that it is even better than in the past. This ad also emphasizes the modern and forward-thinking nature of the ID. Buzz.

Nostalgic Nathan Consideration – ATC Website Trigger

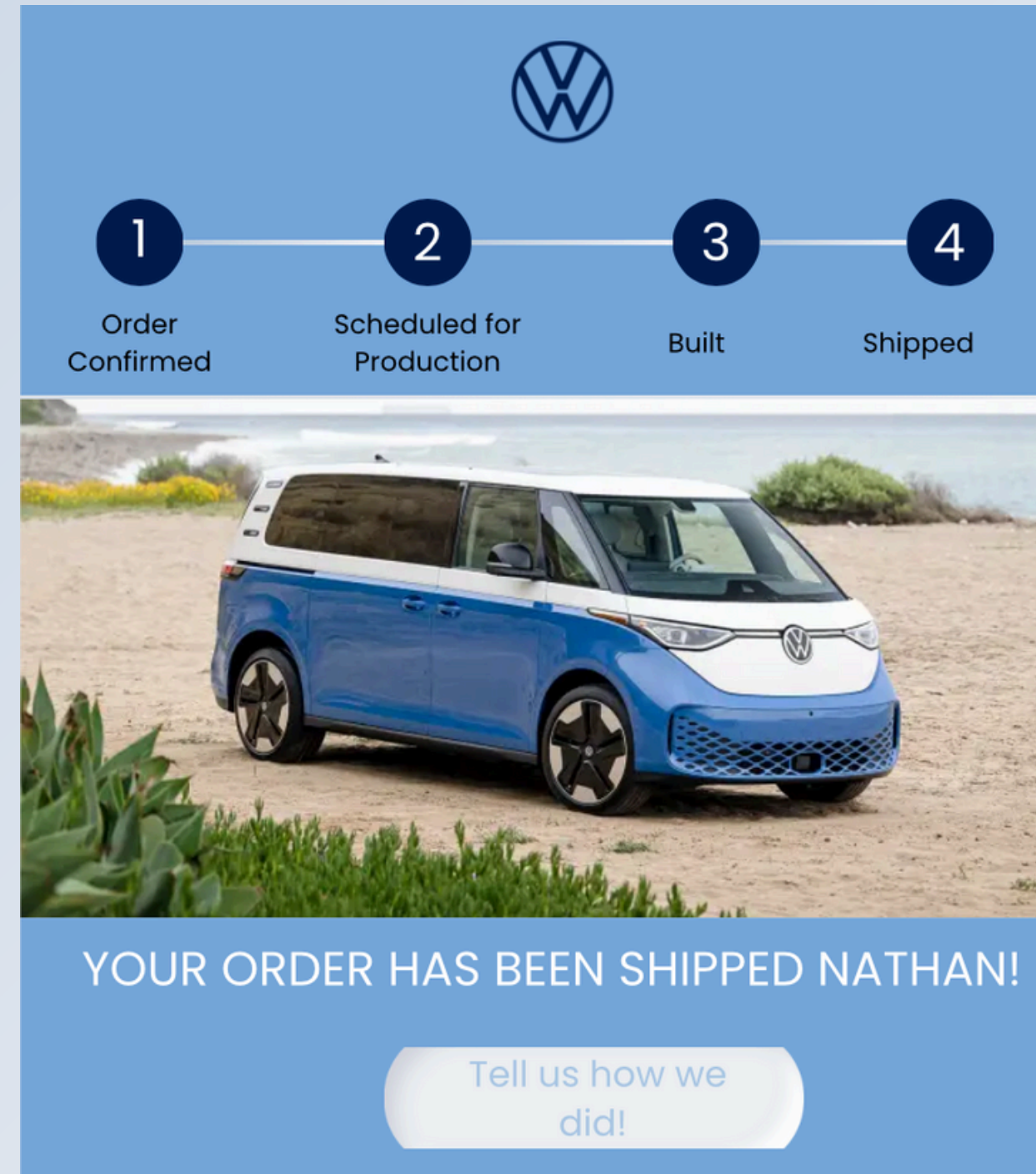
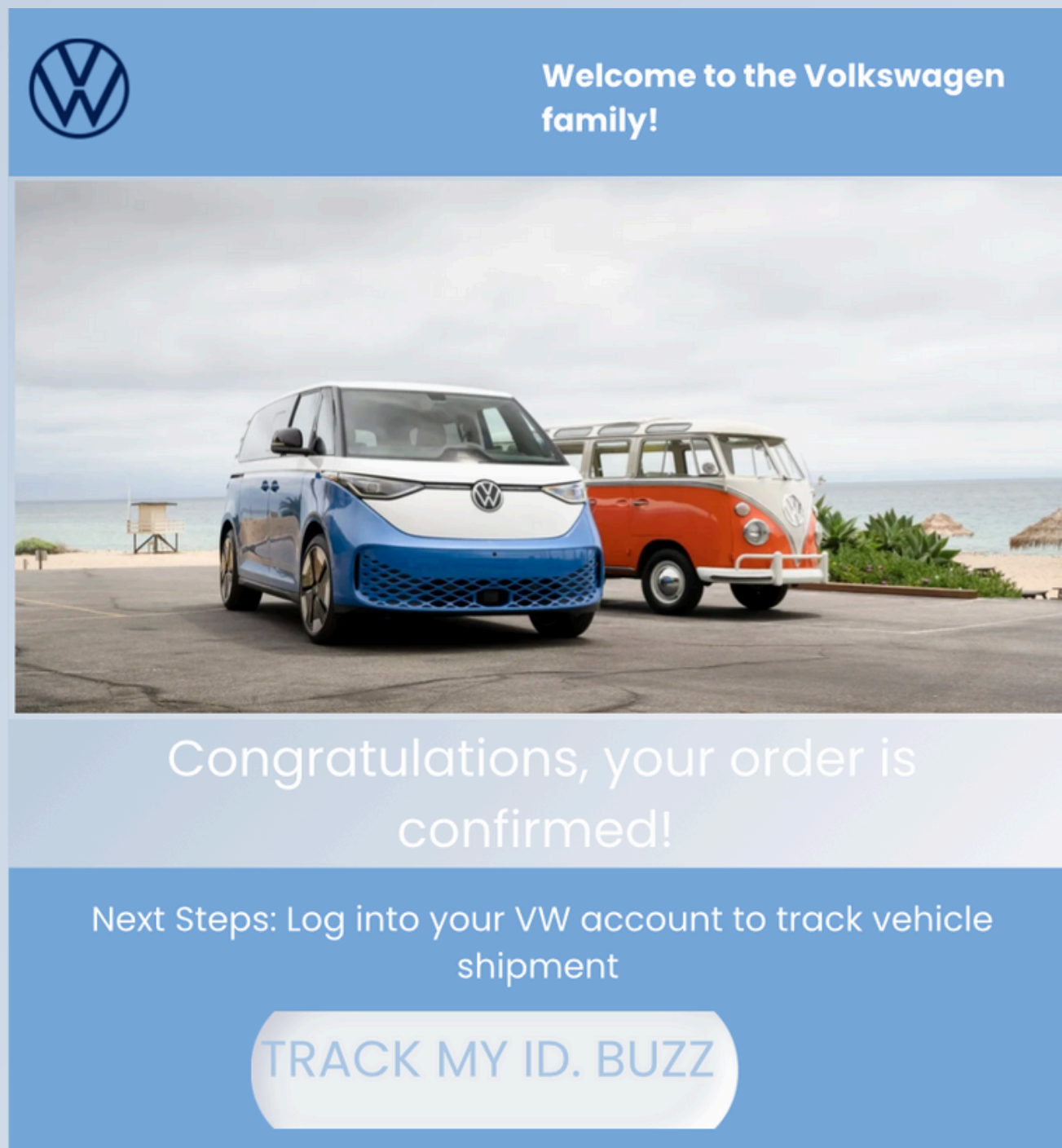
Website Trigger

After Nathan visits the website, to provide convenience he will be given a pop-up message of customized ID. Buzz Buses. Nathan is given a selection of choices with different colors, price points and features that may suit his needs and preferences. Nathan is able to make changes to the vehicle he chooses without having to create every element from scratch. This will save time and alleviate overstimulation from too many choices. This will increase the success of Nathan's conversion rate and allows for a smooth transition to his cart.

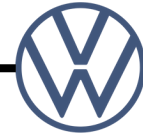


Nathan's Email Confirmation After Conversion

EMAIL TRIGGER



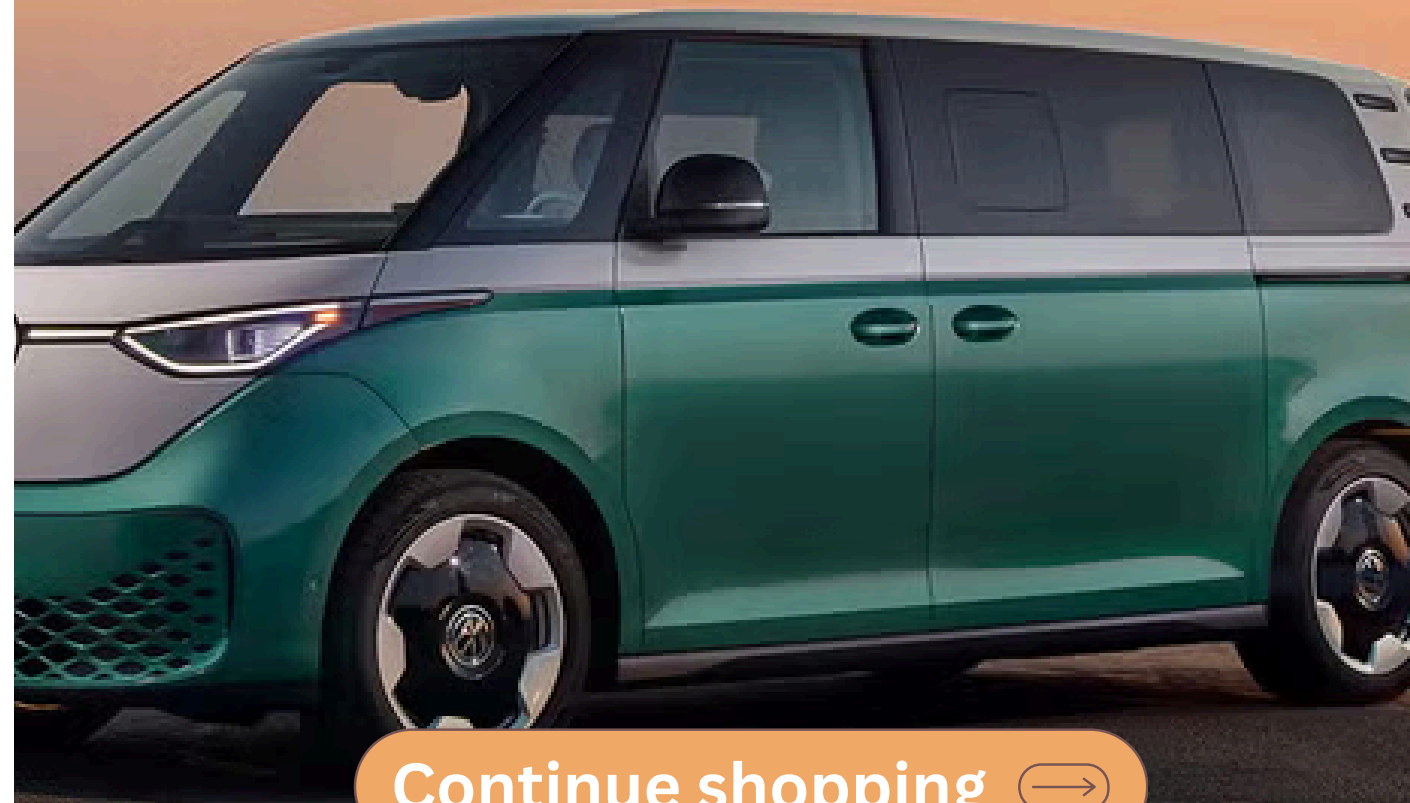
Both emails are targeted towards Nathan post-purchase to deepen the customer relationship and increase loyalty. By Volkswagen welcoming Nathan into the VW family, positive brand association and perceptions are created. It is essential to keep in touch with Nathan post-purchase by letting him track the status of his vehicle and including CTA buttons that lead to a survey on his experience to evaluate his post-purchase check-in. The reviews will measure how effective and valuable our product and customer journey was.



Your cart is buzzing!

Our latest arrival 2025 ID. Buzz Electric Bus is waiting for your next adventure! Come back to your cart where you left off.

Just click the link below if you want to complete your customized order.



Continue shopping ➞

Questions? Comments?
Email us at support@VW.com

3 Hour Abandonment Email Targeted Towards Nathan

Subject : Your Cart Won't Stop Buzzin'

- After Nathan leaves the website, 3 hours later a reminder email will be sent out
- By using key words like buzzing, the consumer will be reminded of the ID. Buzz vehicle and creates a sense of urgency.
- If successful, the CTA button will redirect Nathan to his customized model allowing a purchase decision.
- To measure the effectiveness of this abandonment email, we'll focus on :
 - Open rate
 - Click rate
 - Unsubscribe rate

Intent

The intent of Volkswagen ID. Electric Buzz Bus campaign for Nostalgic Nathan is to introduce awareness on a timeless concept of the Original Volkswagen Bus with a modern electrical twist option. Through VW's vision for the eco-friendly ID. Buzz vehicle, consumers like Nathan will have a higher intent to purchase and convert into a loyal customer. Volkswagen is emphasizing on the "peace, love, and happiness" motto that embodies a spirit of freedom from the 1960's and 1970's recalling feelings of nostalgia. To reach Volkswagen's targeted audience, email and web ads will follow along Nathan's customer journey from awareness to loyalty.

Impact

Volkswagen is known for their timeless vehicle designs with a classic and lasting style. Entering a new wave of electric vehicles, Volkswagen brings a cleaner way to drive peaking awareness and interest in consumers through targeted ads. Using a combination of email and web ads, Nathan was enticed with the features and familiarity of the ID. Buzz. After Nathan customized his own model, he envisioned his wife and him driving the ID. Buzz post retirement. Positive emotions were evoked from this action and Nathan added it to his cart.

Nathan perceived the whole process as easy and a nice walk down memory lane. His feedback post purchase increased the awareness and customer conversion within his family and circle of retired friends. Now his social group is looking to get matching Buzz vehicles to travel the country.

A futuristic, compact car with a blue upper body and a bright green lower body is parked on a city street. A surfboard is mounted on its roof rack. The car is positioned in front of a modern building with large glass windows. The scene is set during the day with warm, golden light. A dark blue horizontal band is overlaid across the middle of the image, containing the text "Thank You" in white. The background shows trees and a paved street with some outdoor seating visible on the right.

Thank You