

Journeys to remember

The new Volkswagen Jetta advertisement shows that getting there is as much fun as being there

By Nicola Honey

The experience of travelling in a Volkswagen Jetta feels every bit as good as actually being at your destination. This sparked the idea behind the innovative new Jetta advertisement.

Art Director Prabashan Pather and Copywriter Sanjiv Mistry of Ogilvy Cape Town – the creative team for this advert – drew their creative inspiration from the familiar

childhood trauma of long and uneventful car trips. On those unforgettable, drawn-out journeys you wish for nothing more than to have arrived at your destination.

The advert dramatises this sentiment by depicting a family road trip. The Jetta's cabin was painstakingly constructed entirely out of beach sand, no computer graphics were used at all!



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Getting there is as fun as being there.
You have places to go. So shouldn't the way you get there be just as important? In a Jetta, the combination of performance, space, luxury and safety makes for a journey so rewarding, your destination will almost become an afterthought. Instead, every trip in a Jetta is a destination in itself. Visit www.vw.co.za today to book a test drive.

Journeys to remember. Jetta. 
Das Auto.

The Jetta model range includes: "Jetta 1.6 manual and TFSI", "Jetta 2.0 manual", "Jetta 2.0 TSI manual and DSG", "Jetta 1.9 TDI manual and DSG" and "Jetta 2.0 TDI manual".

The photographer for the advert was Clive Stewart, represented by Real Hot Ops.

Having fun in a sandcastle in the exact shape of a Jetta interior is a unique and fun way to communicate the message: In a Jetta, getting there is as fun as being there




Despite the fragile work of art, the children were photographed playing in the actual sand sculpture for the advert

The passengers behaved exactly as they would at the beach. “This advertisement shows that in a Volkswagen Jetta, the journey is just as much fun as when you arrive at your final destination,” says Maughin Lord, Volkswagen Brand Manager on the project.

The sand sculpture was created over a three-day period by professional sand artist Reon Zeff. Reon is highly experienced, having sculpted for the last eight years after studying under the Guinness World Record holders. In order to mitigate the effects of bad weather, the sculpture was built in a closed studio. Eight tonnes of pure beach sand were used to create the sculpture, compressed to make it easier to carve. No supporting framework or scaffolding was used. The sculpture was built on a 1:1 scale, with Reon constantly measuring the dimensions inside a real Jetta in the studio.

To heighten the sense of realism, the children were not photographed in a separate scene, but rather *in situ*. Despite the extremely fragile work of art, it was decided to take the risk and actually shoot the children while playing on (and in) the sculpture. “It was a race against time. With every passing second, more and more intricately-sculpted details (such as the pattern on the seats) were being wiped away

under the kids’ feet. Thankfully, we got the shots we needed,” explains Dylan Ferguson from Ogilvy. 

“Jetta is an upmarket family car, ideal for family journeys, and therefore the creative idea is perfectly suited to the Jetta brand proposition.”

– Carrin Merkel, Marketing Communications Manager, Volkswagen South Africa



Professional sand sculpture Reon Zeff used eight tonnes of beach sand to sculpt the interior of a Jetta on a 1:1 ratio over three days