



Volkswagen. Das Auto.

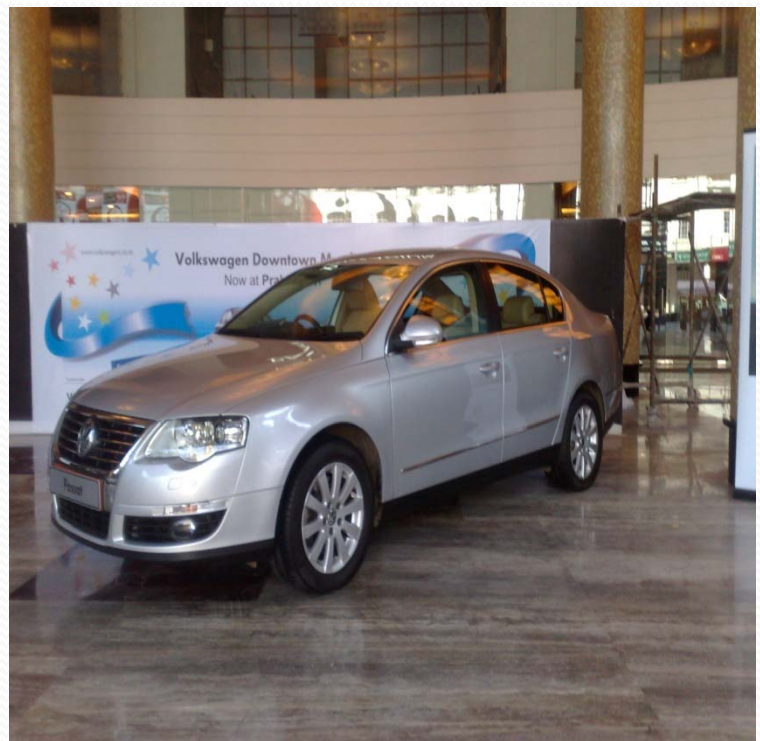
# Shaman Cars Pvt. Ltd.

**Background:** Volkswagen became number one in the European car market decades ago. Volkswagen is known in Europe for its extraordinary services and high customer satisfaction. Recently Volkswagen paved the way for sustainable market activities in India. “Volkswagen Downtown Mumbai (Shaman Group) is an authorized dealer.

**Objective:** The client wanted to use this promotion to raise awareness of “Volkswagen” brand and generate new bookings.

**Execution:** The client displayed a car for a week (Volkswagen Passat). There were two members of staff on-site to provide interested customers with further information.

**Venue:** Palladium – High Street Phoenix, Mumbai.



**Result :** The campaign went really well, it allowed the local dealer to approach their target audience instead of relying on the customer to come to the dealership. *The total outcome was very positive.*

Sarika Shetty, Head – Sales & Marketing, Shaman Cars Pvt. Ltd.

