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DDB Expands With VW in China

Omnicom agency adds Passat assignment

Nov 24, 2009

German auto giant Volkswagen has awarded its Passat creative business to DDB China, which already handled its key brands Lavidia and Tiguan.

The appointment comes as Shanghai Volkswagen unveiled an ambitious strategy called "Strive to win" to triple its sales in south China from 150,000 units to half a million annually.

As part of DDB's appointment, the agency will develop an extensive advertising campaign for Passat, including above- and below-the-line communications.

Lance Liu, marketing director, Shanghai VW, said he was impressed with DDB China Group's strategic and creative vision for Passat.

"We have a good working relationship with the team and look forward to future co-operations," he said.

DDB's relationship with VW goes back nearly 50 years, to the first iconic ads that Bill Bernbach created such as "Lemon" and "Think small."

"It underlines the energy and success that we have been exhibiting not just in this pitch but more so throughout the year. Needless to say we're immensely proud," Dick van Motman, CEO and president of DDB China Group, said.

Volkswagen Group China, together with its two joint ventures, Shanghai Volkswagen and FAW-Volkswagen, will work to increase market share for the Volkswagen, Audi and Skoda brands, which together had 12 percent of the entire southern China market last year.

VW recently shifted its domestic lead-agency chores to IPG's Deutsch and is mulling three finalists in a [review of direct-marketing chores](#).

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