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News



Shanghai Volkswagen hands Passat account to DDB China

by Kenny Lim 24-Nov-09, 11:00

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SHANGHAI - Shanghai Volkswagen has extended its relationship with DDB China by awarding the Passat business in China to the Omnicom agency following a competitive pitch.

Shanghai Volkswagen called a [review for the creative and strategic business](#) for its Passat, Polo, Touran and Santana models in China in October.

With the latest appointment, DDB now oversees three of automobile firm's most important strategic brands, which includes the Passat, Lavida and Tiguan.

The Omnicom agency will develop an extensive advertising campaign for Passat which will incorporate through-the-line communications.

Lance Liu, marketing director, Shanghai Volkswagen, said in a statement: "We were impressed with DDB China Group's strategic and creative vision for Passat in China. We have a good working relationship with the team and look forward to future co-operations."

Jesse Lin, MD of DDB China said the appointment "a fantastic achievement because our effort and devotion have strengthened the partnership and helped us to earn more trust from our client."

Dick van Motman, CEO and president of DDB China Group, added: "It's a great feeling when an existing client like SVW-VW decides to award additional business to the agency. It underlines the energy and success that we have been exhibiting not just in this pitch but more so throughout the year."

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