

Volkswagen get musical to promote redesigned Beetle

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MediaCom Canada, Red Urban and Canadian band Walk Off the Earth create customisable music video to promote three versions of the redesigned VW Beetle

Working with Canadian band Walk off the Earth, who first came to popularity with their cover version of [Gotye's "Somebody the I used to know,"](#) Volkswagen has created a [music video featuring three versions of the band's song "Gang of Rhythm."](#)

With creative from Red Urban and media from MediaCom, the custom track features a soulful version to go with the Super Beetle, an electric guitar-heavy version to pair with the Beetle GSR and a third using both real instruments

and car noises to go with the Beetle Convertible. Each version of the song is completely synced with the others, so viewers can flip between them to create a custom track.

The partnership came together over a year ago when the band approached Volkswagen saying they wanted to work together on a project, says Christina Yu, ECD of Red Urban.

"We have always tried to make work for Beetle innovative and non-traditional," she says. "We have never done a full-length music video for Volkswagen and we wanted to make it interesting and interactive. So we came up with the ability to play with the music and create your own track."

Lynne Piette, manager of brand marketing for Volkswagen Canada, says the campaign promoting the redesigned family of Beetles is targeting adults 25 to 45, with more of a male skew than before the redesign. She adds this is because the new design is more aggressive, lower the ground and has the ability to choose different engines than prior models.

Promotion for the online video will be done through Facebook ads, Google Display Ads and a YouTube takeover next week along with blogger outreach, says Yu.

