



VOLKSWAGEN: TRUE LIFE COSTS

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: UK

Running Time: 27s

Director: Terry Hall

Producer: Patrick Duguid

Production Company: Love Commercial Production Co.

Short Synopsis: A microsite that asks people to evaluate how their purchases add up over a lifetime.

Long Synopsis: A microsite for Volkswagen and Tribal DDB. 'True Life Costs' forms part of the ongoing 'Unbelievable Value' campaign and asks people to evaluate how their various consumer purchases add up over a lifetime. By travelling into a miniature town and interacting with a series of charming stop motion animations, users can create a 'total life cost report' and see the long term savings achieved by choosing a VW.

www.hellolove.tv

www.sohoshorts.com