



## **Multiple awards for Volkswagen advertising campaigns**

**Art Directors Club presents 25 awards to DDB and Grabarz & Partner - Volkswagen is customer with most awards**

**Wolfsburg/Berlin, March 27, 2007 – The creative agencies DDB Berlin/Düsseldorf and Grabarz & Partner Hamburg received a total of 25 awards last weekend for their Volkswagen advertising campaigns, making Volkswagen the customer with the most awards. The accolades presented by Art Directors Club (ADC) included a gold medal for the VW Fox radio spots created by DDB Berlin and the VW Phaeton cinema spot designed by Grabarz & Partner.**

The outstanding advertising campaigns for the Volkswagen Golf, Touareg, Polo and Fox models were honored at the annual ADC award ceremony in Berlin. The two creative agencies collected further silver and bronze medals and several merit awards in the categories of print advertising, billboards and posters, TV spots, cinema ads, music compositions and sound design.

Jochen Sengpiehl, Head of Marketing at the Volkswagen Passenger Cars brand, was delighted with the many ADC awards: "This is a great achievement for our creative agencies and for Volkswagen. Our advertising with its typical Volkswagen 'tongue-in-cheek' style and professional realization is a big hit."

ADC Deutschland was established in 1964 based in the American model and has over 400 members from advertising, print media, graphic design, publication design, editorial, photography, illustration, radio, film, interactive media and spatial effects. The aim of ADC is to honor creative achievements in the field of communications and to encourage young talent.

### **Volkswagen Group Communications**

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