



VW's objectives were to use Outdoor for awareness building, and to showcase the new Tiguan model on large, premium formats of outdoor advertising on a national scale around Cyprus.

The formats chosen were used to create maximum impact around the launch, with the size and stature of the sites allowing VW to emphasise the rugged and masculine design of the Tiguan.

Our research, showed that the VW Tiguan campaign achieved satisfactory advertising awareness for its ABC1 30-45 year old target group and a high degree of media attribution to the billboard format employed.



**Create**

**AdBoard**