



BEHAVIORAL CAMPAIGN & ENERGY & WATER



WHY

Volkswagen Sweden is changing perceptions about driving environmentally friendly cars by engaging consumers in fun, interactive challenges that promote sustainable behaviors.

HOW

- Volkswagen Sweden launched The Fun Theory campaign to promote its BlueMotion Technologies, a series of cars and innovations that reduce environmental impact without compromising performance.
- The campaign made sustainable behaviors, like recycling and driving at the speed limit fun.
- Volkswagen Sweden filmed and shared a series of social experiments online that then went viral.
- The most popular film ‘Piano Stairs’ showed how people were more likely to take the stairs over the escalator when walking allowed them to create music.

BUSINESS VALUE

 REPUTATION	Brand awareness – The online campaign went viral, gaining a huge following.
 MARKET	Share – Volkswagen Sweden grew its share of the Swedish auto-market.

CONSUMER VALUE



SOCIAL

The campaign reframed eco-friendly behaviors as positive, fun things to do.

RESULTS

- Volkswagen Sweden’s share of the auto-market grew from 10% to 13%. [Source](#)
- Volkswagen improved their market share in the eco-market from 8% to 14.7%, an increase of 87%. [Source](#)
- The campaign reached over 40 million people globally, with ‘Piano Stairs’ becoming one of the most shared films in viral history. [Source](#)