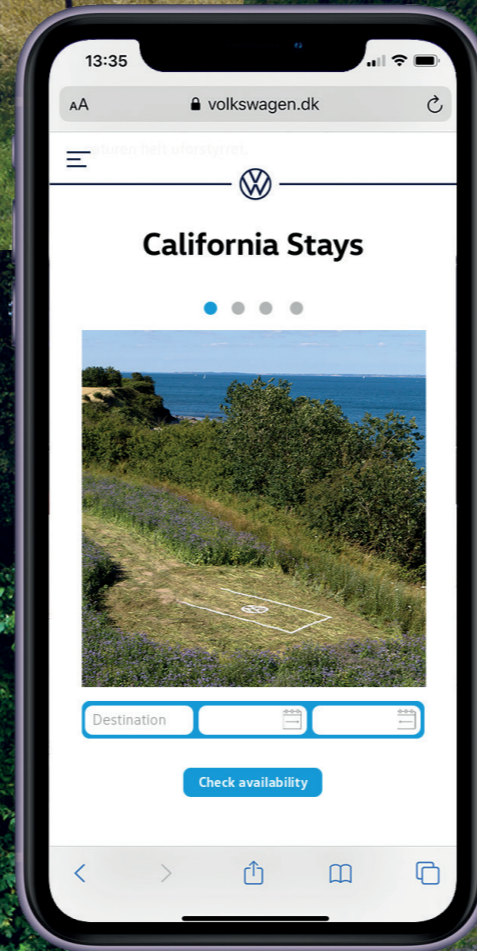


# CALIFORNIA STAYS



## The brief

Revitalise Volkswagen California's position as the ultimate symbol for freedom.

## The Insight

A Volkswagen California is a great way to experience the freedom of the road. To travel with no destination in mind, letting nothing but our imagination lead the way. **Except, one thing is getting in the way; in Denmark, like most other European countries, it's forbidden to set up camp outside designated camping sites** – taking much of the magic and allure out of the freedom experience.

## Solution

Volkswagen partnered with landowners all over Denmark to open **California Stays** – bookable overnight spots in remote and breathtaking locations. Once again, the road had become an unbeatable holiday experience, and Volkswagen California, the ultimate symbol for freedom.

**2 WEEKS**

all spots fully booked

**+991%**

clicks to website

**250.000DKK**

in earned media value

**+100%**

pricelist downloads compared to last year

**4.5 MILLION**

social Media Impressions

**500.000**

comments & likes