



CASE STUDY · VOLKSWAGEN · PUBLICIS GROUPE

VW FOLKS MAKING FOLKS, GLOBAL CX PITCH

A global Experience and CRM strategy for Volkswagen. My Idea.
Pitched at CEO level, next to Arthur Sadoun – CEO of Publicis Groupe.

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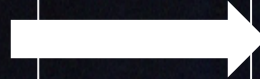
The brief everyone else missed

The Brief

Build a global CX and CRM strategy for VW

The industry answer:
Loyalty program. Data architecture.
Personalization engine. All the right
infrastructure. None of the right
feeling.

*Technically correct.
Completely forgettable.*



My Insight

"Volkswagen" means "People's car"

Volks = Folks. People.

The most powerful moment to own the
brand is when people become people.
When a family starts.

*That's when car decisions get made.
That's when "we need more space" is said
for the first time.*

The IDEA

“Volkswagen means People's car. The most powerful moment to own the brand is when people become people — when a family starts. I designed four touchpoints around that moment. Physical products. Services. Experiences. Content. Each one a genuine act of value. Each one a step toward a Tiguan.”

Pitched alongside Arthur Sadoun, CEO of Publicis Group, to Volkswagen global leadership.

SOLD.

Volkswagen bought the strategy.

Four Touchpoints. Four real moments. One relationship for life.

Not advertising. A lifecycle CRM strategy disguised as genuine help.

1. FINDING OUT

The VW Tiguan Pregnancy Test

A branded Tiguan pregnancy test. First object in the house that knows what's coming.

"Congratulations. You are going to need a Tiguan."

2. THE FIRST DRIVE

Hospital to Home on VW

Order through the app. A Tiguan arrives. The trip home is filmed — custom video, edited, scored.

Neo-natal fleet test drive.
Product association at peak emotion.

3. DATE NIGHT

VW Sends a Babysitter. And a Car

The first weeks are chaos. VW gives parents a night out — in a Tiguan.

Three hours behind the wheel in conditions that actually matter to them.

4. SLEEP

Tiguan Night Light + Sound Machine

The soft vroom of a toy Tiguan lulls the whole house.

"Night Night. For folks like us."

In the nursery before it's in the driveway.

Why this is CRM, not advertising

Every touchpoint has a data layer. The campaign is a relationship architecture.

PREGNANCY TEST > PRODUCT REGISTRATION

Brand knows the family is starting. Identity captured at the earliest possible moment.

HOSPITAL RIDE > APP INTERACTION

Identity, location, timing, vehicle experience data — all captured at peak emotional intensity.

BABYSITTER NIGHT > SERVICE RELATIONSHIP

Rated experience. Usage data. Preference signals. Extended test drive under real conditions.

NIGHT LIGHT > CONNECTED PRODUCT

In-home presence. Brand in the nursery every night. Upsell path to the real vehicle when they're ready.

By the time a family walks into a dealership, the Tiguan is already part of their story.

What this means for your organization

I find the brief inside the brief.

I didn't respond to the CRM brief with a CRM solution. I found the human insight in the brand's own name and built a strategy that made emotional sense. That's the difference between a vendor and a thought leader.

I operate at CEO level.

This wasn't a junior deck reviewed by a committee. I pitched this alongside Arthur Sadoun directly to global Volkswagen leadership. This concept was used globally to showcase how. I am comfortable in that room and I know how to win in it.

I build commercial architecture around creative instinct.

The campaign concept is the headline. The CRM data model underneath it is how you actually capture the business value. I don't separate the two — I design both.