

Press Release

Market introduction of the VW Scirocco: Tribal DDB partners with the CGI specialist MACKEVISION

Rebirth of a legendary vehicle: At www.scirocco.de visitors can acquire information about the new two-seater from Volkswagen and experience the new Scirocco with regard to “style”, “performance”, and “experience”. For positioning the new Scirocco among the competition the Hamburg multi-channel agency Tribal DDB has commissioned the Stuttgart CGI and 3D specialist MACKEVISION.

Stuttgart, August 21, 2008: The new Scirocco advertisement debut shall provide the fans of sports cars with updated information concerning the new Scirocco generation and thus support the introduction of the new model. Vehicle details and animations concerning design (“style”), power and performance (“performance”), as well as the driving sensation (“experience”) can be seen in three sections. The Hamburg multi-channel agency Tribal DDB has entrusted MACKEVISION with the preparation of the image content, trusting its competence as a global leader among CGI specialists.

The focus and navigation tool of the creative concept developed by Tribal DDB is formed by a glass cube in the center of the website, by which the vehicle can be interactively shown as a 360° model. Moving the mouse allows the user to activate arbitrary views and various animations.

- Under “style” the visitor can select among four video clips relating to the design of the vehicle, showing for e.g., the driving Scirocco in a city-light environment with rapid camera movements or perhaps the interior, showing the utmost attention to detail with regard to equipment and processing quality. The interior as well as the exterior, the city environment, and the camera movements are entirely generated here by the computer.
- The section “performance” allows the user to select various video clips showing the Scirocco “in action” with regard to transmission, body, and chassis. Here, the combination of the filmed environment and the CGI are technologically highly sophisticated. The vehicle shown in these sequences has been partially integrated into the actual film spots, providing an indistinguishable transition between the real and the computer-generated vehicle.
- In the last animation phase “experience” the user can change the color of the Scirocco by rotating the cube. After the color has been selected a video clip starts automatically, in which the visualized vehicle with the selected color is shown embedded in an environment adjusted to said color selection. This film clip has been filmed at actual locations in Las Vegas and has been post-processed via CGI. This way, using set extensions, for example, the environment has been designed dynamically and the video spot was made exciting.

Today's 3D-visualization of vehicle models allows not only an early marketing campaign; it also provides almost unlimited possibilities and ranges to creatively implement marketing concepts. Additionally, this method provides car manufacturers and agencies with a wide range of configurations, adjustments, and repeat use of 3D-video content. The new Scirocco website, centrally managed by Tribal DDB Hamburg, has been adapted to almost 40 countries around the globe.

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MACKEVISION Medien Design GmbH

MACKEVISION Medien Design GmbH was founded in 1994. The company is rooted in the classical production of advertisement videos. Today, MACKEVISION Medien Design GmbH, with its more than 60 specialists, is among the global market leaders in the area of 3D-visualization, animation, visual effects, and post production for agencies, film productions, and industrial customers. The headquarters of the company are in Stuttgart, additional locations are in Munich and Detroit.

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