

VOLKSWAGEN ID. · INTEGRATED BRAND ACTIVATION

Mach dein Berlin größer.

A personalised half-day Berlin experience that turns a conventional test drive into a reason to go beyond familiar routes.

PROJECT MEMORY

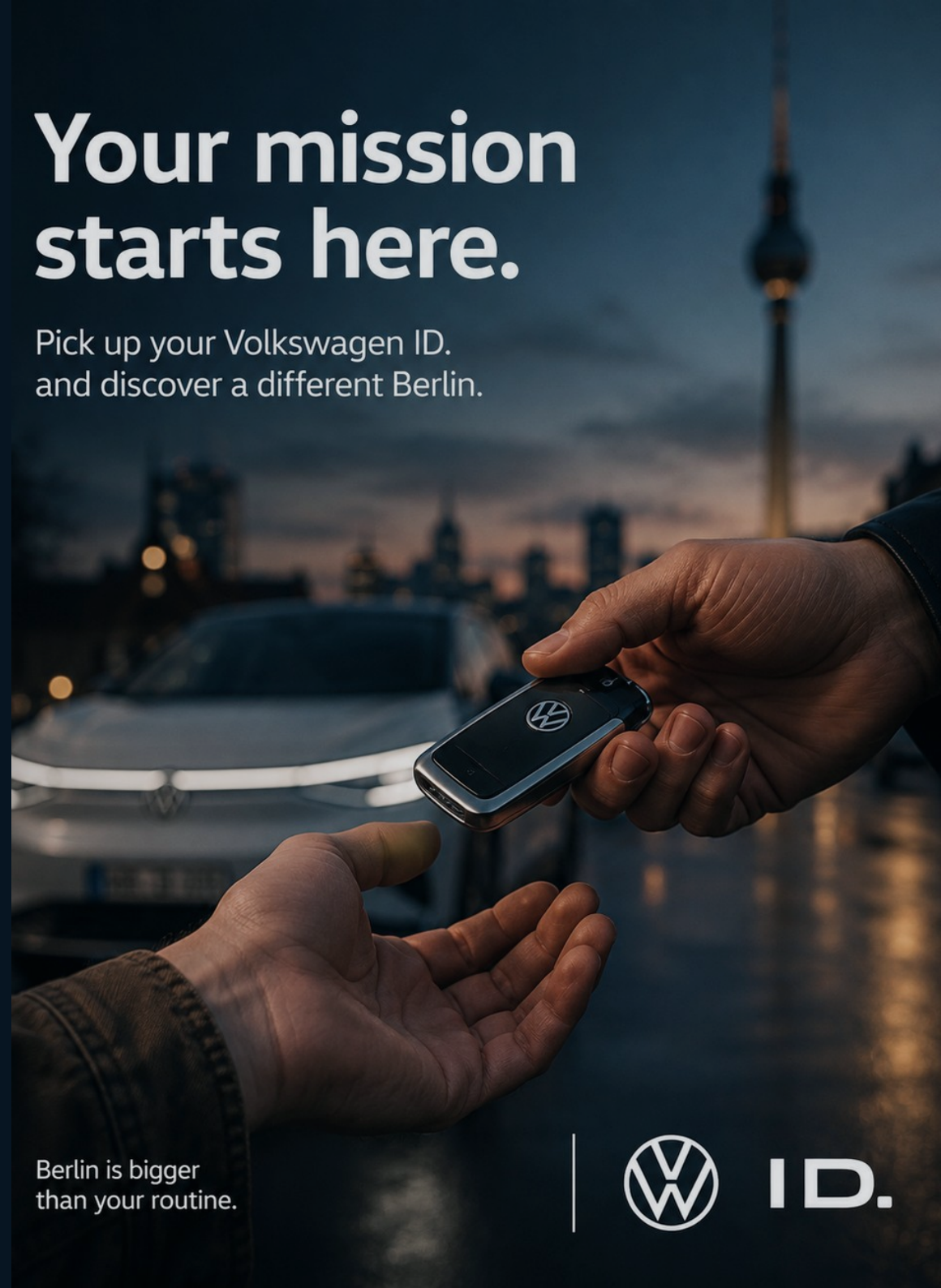
Concept rationale · proto-personas · experience architecture · pilot framework

Concept, strategy, copy and experience design: Marisa Calzado
Berlin · August 2026

Speculative portfolio project. Not commissioned by or affiliated with Volkswagen.

Your mission starts here.

Pick up your Volkswagen ID.
and discover a different Berlin.



Berlin is bigger
than your routine.



The project in one sentence

Volkswagen ID. turns a conventional test drive into a personalised half-day Berlin experience that expands each participant's personal map beyond familiar routes.

PROJECT STATUS

Spec concept · portfolio case study
No campaign results are claimed.

CONTENTS

01	Origin and strategic tension	02	Problem, insight and idea	03	Why Volkswagen ID.
04	Audience and three proto-personas	05	Experience architecture	06	Registration and privacy
07	Value exchange	08	Campaign ecosystem	09	Pilot and success metrics

RESEARCH STATUS

The three personas and the pilot model are hypothesis-based strategic tools, not validated research findings. They should be tested through interviews, dealership feedback and usability sessions before implementation.

PERSONAL STARTING POINT

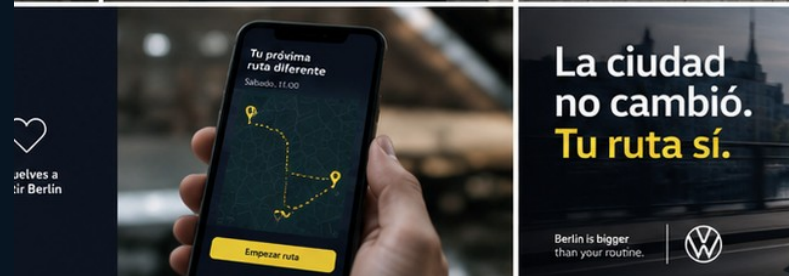
The city remained enormous. My everyday Berlin became small.

I came to Berlin because it felt full of possibilities. Over time, everyday life gradually reduced my experience of the city to a handful of familiar routes.

It is a feeling shared by many people who choose Berlin as their home: the city remains enormous, but the part of it we actually live in can become surprisingly small. This campaign began with that tension.

WORKING OBSERVATION

We choose Berlin for all its possibilities, but our routines can compress it into the same streets, stations and neighbourhoods.



Problem · insight · idea · execution

PROBLEM

People choose Berlin for its freedom, diversity and possibilities. Yet daily routines gradually reduce the city to the same streets, neighbourhoods and journeys.

INSIGHT

Berlin does not become smaller. Our experience of it does.

IDEA

Mach dein Berlin größer.

Volkswagen ID. turns a test drive into a personalised half-day Berlin experience beyond the participant's familiar routes.

EXECUTION

OOH prompts reflection. A registration flow captures interests, available time and familiar areas. A curated route is completed behind the wheel of a Volkswagen ID., ending with a personal map of newly discovered Berlin.

Why Volkswagen ID.?

The mechanic is not exclusive to one car brand. Strategic ownership comes from how the experience is framed and delivered.

CREATIVE RATIONALE

Volkswagen can make the idea feel credible by owning **everyday possibility**, rather than luxury escape, performance or exclusivity.

- Accessible routes for different ages, interests and lifestyles.
- An electric vehicle experienced in ordinary urban conditions.
- Useful product moments: comfort, navigation, quiet driving and ease of use.
- A low-pressure experience designed around life, not the showroom.

BRAND TERRITORY

NOT	Luxury weekend escape	Performance challenge	Technology demonstration
IS	Everyday discovery	Accessible electric mobility	More possibility in familiar journeys

BRAND ROLE

Volkswagen ID. makes more of Berlin accessible through everyday electric mobility.

Who is this experience for?

Urban residents with a valid driving licence who value experiences more than dealership theatre.

1

ESTABLISHED INTERNATIONALS

They chose Berlin for possibility but now live within a narrow set of familiar routes.

2

EV CONSIDERERS

They need realistic time with an electric vehicle, not a short loop around a dealership.

3

EXPERIENCE-SEEKING URBANISTS

They respond to culture, food, nature and local discovery more than product claims.

CORE RECRUITMENT CRITERIA

- Lives in or regularly travels through Berlin.
- Holds a valid driving licence and meets test-drive eligibility requirements.
- Is open to electric mobility but does not need to be actively shopping today.
- Can commit two to four hours and accepts a predefined, safety-first route.



Sofía Martínez

33 · Senior product designer · Neukölln · 6 years in Berlin

“I love Berlin, but most weeks I only see the same four stations.”

PROFILE

Valid EU driving licence. Rarely drives. Uses public transport and cycling. Curious about EVs but avoids sales-heavy dealerships.

Proto-persona

Sofía Martínez

EVERYDAY BERLIN

Home in Neukölln → office in Mitte → gym → two familiar cafés.

MOTIVATIONS

Architecture, independent galleries, good coffee and discovering places without spending hours planning.

BARRIERS

Limited free time. Does not want a hard sell. Feels uncertain about driving an unfamiliar electric vehicle.

IDEAL EXPERIENCE

A three-hour architecture and culture route with one reserved stop and clear navigation.

VOLKSWAGEN OPPORTUNITY

Offer a first EV experience that feels independent, aesthetic and useful rather than transactional.



Jonas Weber

42 · Creative director and parent ·
Prenzlauer Berg · 12 years in Berlin

**“A real test drive should
show me how the car fits
into my actual life.”**

PROFILE

Uses car sharing and is considering an electric family vehicle. Usually travels with a partner or child at weekends.

Proto-persona

Jonas Weber

EVERYDAY BERLIN

School run → studio → supermarket → local park.
Weekend routes are practical and repeated.

MOTIVATIONS

Nature, food markets, family-friendly places and a calm drive outside the usual inner-city loop.

BARRIERS

Conventional test drives feel too short and artificial.
Needs practical proof of comfort, navigation and everyday usability.

IDEAL EXPERIENCE

A four-hour route with a plus-one, a nature stop and enough time to experience city and outer-neighbourhood driving.

VOLKSWAGEN OPPORTUNITY

Create qualified consideration by letting him evaluate the ID. in a realistic, low-pressure context.



Aylin Demir

29 · Cultural producer · Wedding /
Kreuzberg corridor

“I am open to mobility that gives me something meaningful, not another car advertisement.”

PROFILE

Has a driving licence but mainly cycles and uses public transport. Values sustainability and is sceptical of car marketing.

Proto-persona

Aylin Demir

EVERYDAY BERLIN

Home in Wedding → rehearsal spaces → venues in Kreuzberg → friends along the same corridor.

MOTIVATIONS

Live music, hidden cultural spaces, local history and meeting people outside her usual scene.

BARRIERS

Privacy concerns, purchase pressure and the feeling that urban car campaigns ignore non-owners.

IDEAL EXPERIENCE

A two-and-a-half-hour after-work route with cultural stops, transparent data choices and no obligation to buy.

VOLKSWAGEN OPPORTUNITY

Build relevance with urban non-owners by positioning the ID. as a purposeful, occasional enabler of discovery.

From routine to a different Berlin

The public promise is a Berlin experience. The internal mechanic is a personalised discovery mission.

1 Awareness

OOH and social ask how much of Berlin the participant still explores.

2 Reflection

The user marks familiar areas or stations instead of being secretly tracked.

3 Registration

Interests, available time, starting point, licence eligibility and terms.

4 Personalisation

A curated two-to-four-hour route with three or four selected stops.

5 Handover

Vehicle briefing, safety information, keys and preloaded navigation.

6 Experience

The participant drives; interaction only happens while parked.

7 Outcome

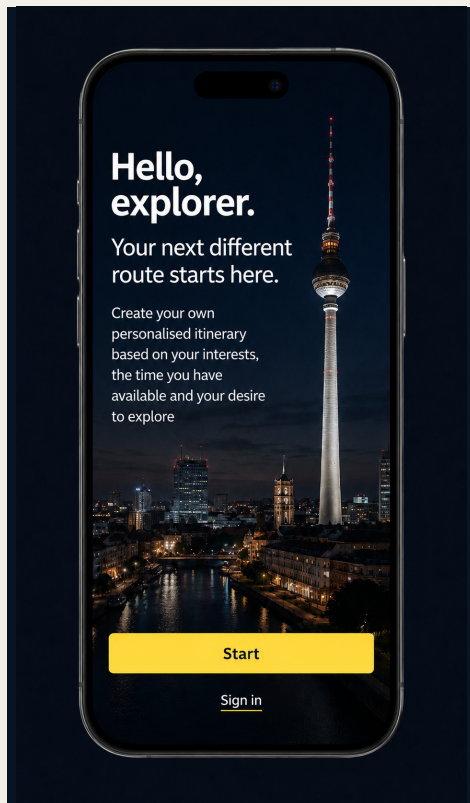
A personal Berlin map shows the new territory and creates a shareable recap.

8 Follow-up

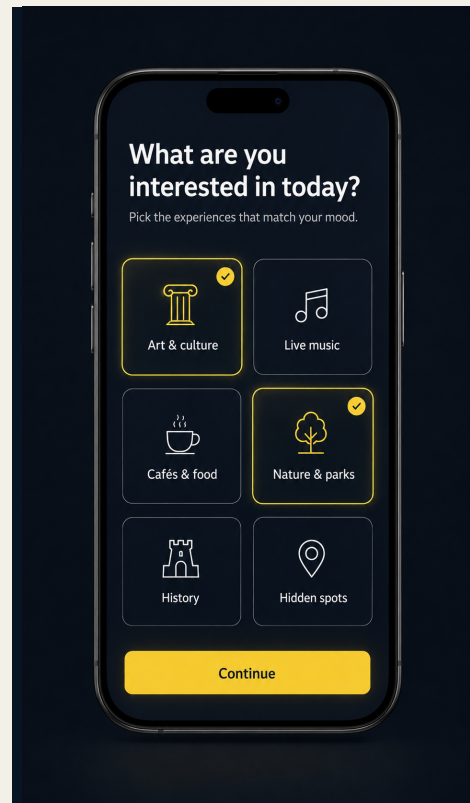
Optional product information or dealership appointment, only with opt-in.

A useful registration flow, not a data trap

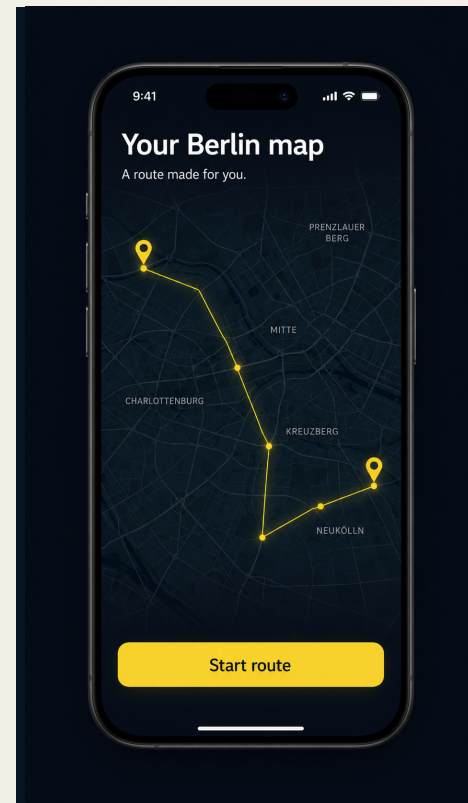
The flow collects only what is needed to book, personalise and safely deliver the experience.



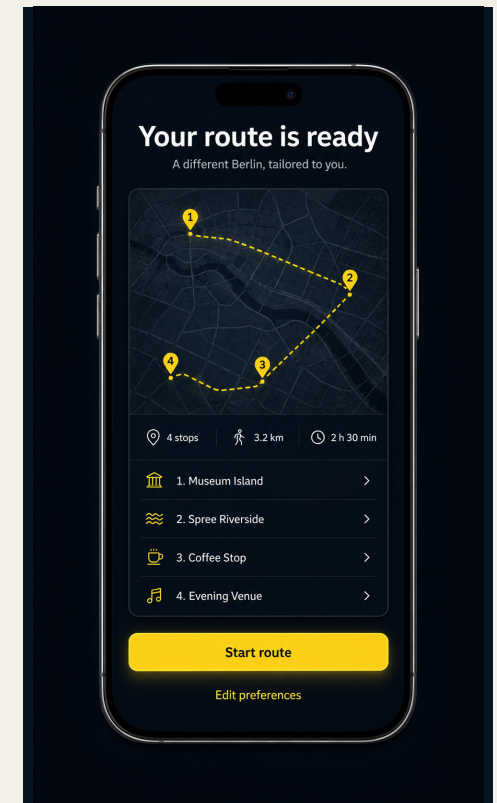
1 • Welcome



2 • Interests



3 • Familiar Berlin



4 • Personal route

Required: booking details, licence eligibility, test-drive terms and privacy information.

Optional: current location, marketing consent and social sharing. No hidden tracking.

A curated half-day Berlin experience

Enough time to experience both the city and the Volkswagen ID. - safely and without rushing.

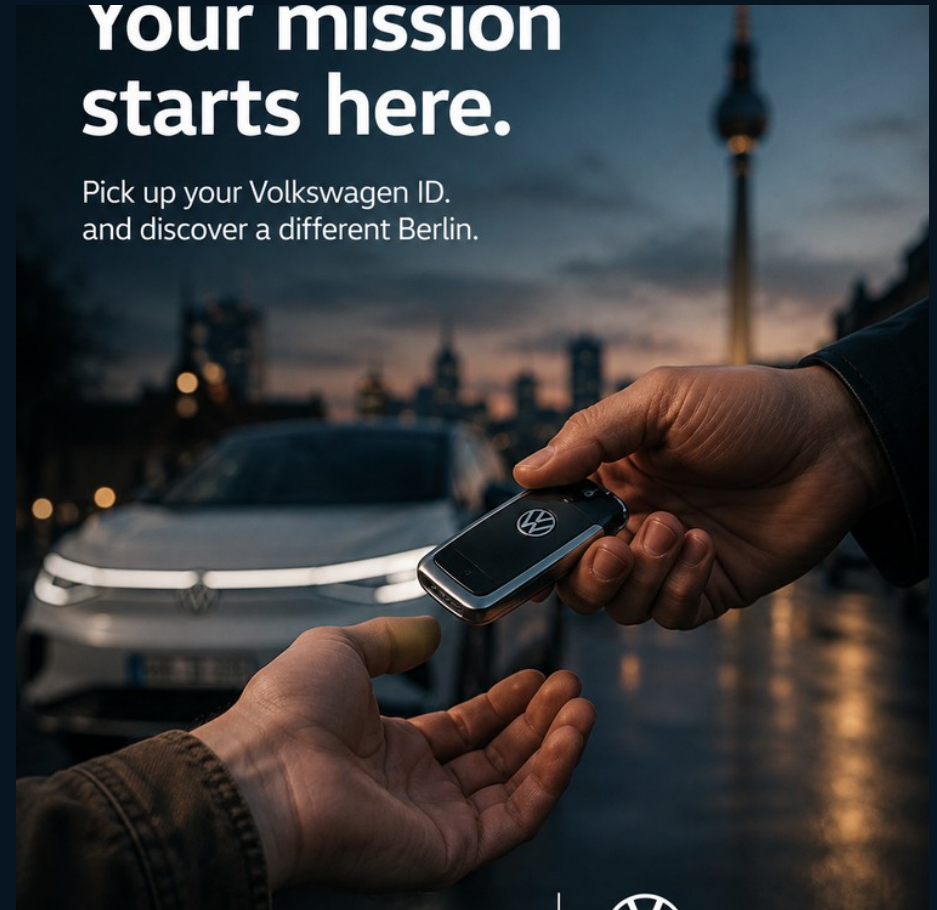
EXPERIENCE RULES

- Two to four hours, with distance and return time defined in advance.
- Three or four stops based on interests, available time and starting point.
- A curated destination benefit: entry, reservation, coffee or local experience.
- Navigation preloaded before handover.
- App interaction only while the vehicle is parked.
- Optional plus-one where operationally possible.

**The mission gives people a reason to drive.
The Volkswagen ID. gives them the means to go further.**

Your mission starts here.

Pick up your Volkswagen ID.
and discover a different Berlin.



What does each side gain?

The campaign works only when the participant's reward is as clear as the brand's business value.

PARTICIPANT VALUE

A different side of Berlin, made easy to discover.

- A Volkswagen ID. for two to four hours.
- A personalised route and preloaded navigation.
- A curated stop or destination benefit.
- Planning, booking and logistics already handled.
- A personal map and recap to save or share.

VOLKSWAGEN VALUE

A test drive people actively want to take.

- Qualified opt-in participants, not passive form fills.
- More meaningful time with the vehicle.
- Real-life product experience across multiple use moments.
- Opportunities for voluntary follow-up and conversion.
- Shareable content and association with possibility.

Participants receive a meaningful experience. Volkswagen receives a more meaningful test drive.

One idea across connected touchpoints

Each channel has a distinct role: provoke, personalise, deliver, prove and convert.



- 1 **OOH**
Introduces the tension and drives registration.
- 2 **LANDING + REGISTRATION**
Captures familiar areas, interests and available time.
- 3 **DEALER / HANDOVER**
Turns the campaign promise into a physical product moment.
- 4 **IN-CAR EXPERIENCE**
Delivers the route through preloaded navigation.
- 5 **LOCAL PARTNERS**
Add a tangible reward at selected destinations.
- 6 **SOCIAL + CRM**
Shareable recap and optional follow-up after the experience.

Designed to earn participation, not extract it

A credible real-world activation must be transparent about data, driving and follow-up.

NO HIDDEN TRACKING

Participants declare familiar areas or stations. The campaign does not secretly observe daily movement.

DATA MINIMISATION

Collect only what is required for booking, eligibility, personalisation and safe delivery.

LOCATION CHOICE

Current location is optional. Manual entry must always be available.

SEPARATE MARKETING OPT-IN

Product news and offers are optional, unbundled and unchecked by default.

PARKED-ONLY INTERACTION

No tasks, photos or app interactions while driving.

LEGAL REVIEW

Final privacy, insurance and test-drive terms require Volkswagen legal and data-protection approval.

Start small. Learn what makes the experience desirable.

A controlled pilot tests demand, operations and product relevance before a city-wide rollout.

50

participants

4

route themes

2-4 h

experience window

3-4

stops per route

PROPOSED SUCCESS METRICS

- Landing-to-registration conversion.
- Registration and booking completion.
- Experience completion and no-show rate.
- Average time with the vehicle.
- Participant satisfaction and recommendation.
- Opt-in request for product information or an offer.
- Social share rate and cost per qualified lead.

WHAT THE PILOT MUST LEARN

- Is the Berlin experience strong enough to motivate registration?
- Which route themes create the most demand?
- Does a longer, curated drive improve product consideration?
- Which parts of the flow create friction or privacy concern?
- What operational model can dealerships repeat consistently?

All figures are proposed pilot parameters, not campaign results.

MACH DEIN BERLIN GRÖßER.

Show us the Berlin you know. We'll take you to the Berlin you don't.

Volkswagen ID. turns a conventional test drive into a personalised half-day experience that gives people a genuine reason to move beyond familiar routes.

THE CREATIVE PROMISE

**We give you the car, the route and the experience.
You bring your curiosity.**

PERSONAL BERLIN



Concept, strategy, copy and experience design by Marisa Calzado.