





Case Study:  
Volvo S40  
World of Fun  
30 second spot  
commissioned by Euro RSCG



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## Volvo S40 / World of Fun

### 30 second spot

commissioned by Euro RSCG

#### Contribution:

Design, Art Direction, Production

#### Project:

Euro RSCG asked us to infuse a carefree, playfulness into their new, 30 second commercial entitled “World of Fun” for Volvo.

#### Goal:

Create a 30 second spot using a mixture of live action and illustration that describes the Volvo S40 as sporty and fun to drive.

#### Approach/Strategy:

We couldn't be sure just how much fun Volvo wanted to have so we proposed two similar but distinct concepts. Both concepts involved letting our imaginations run wild with illustration and story telling. The first concept has the S40 battling against robots, monsters and strange vehicles in a video-game-style race for supremacy. The second concept has the S40 completely transforming the landscape into a fantastic world as it moves down the road. The final result was a nicely balanced combination of car and fantasy.



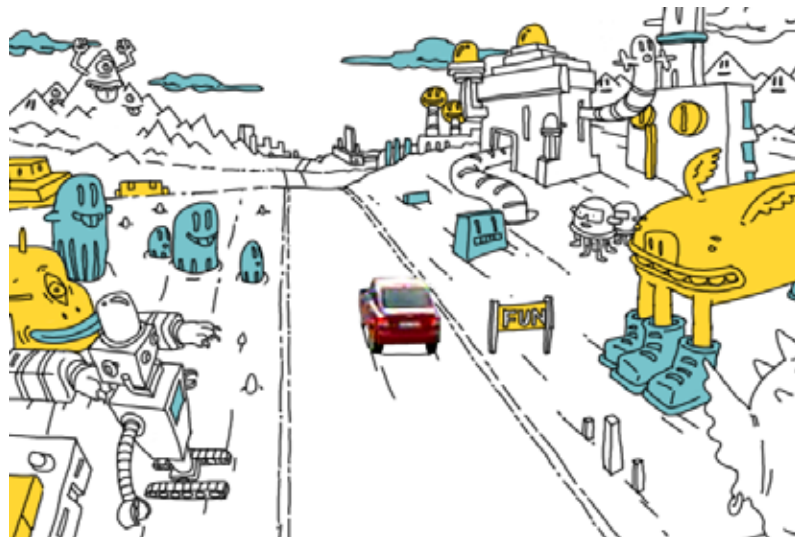
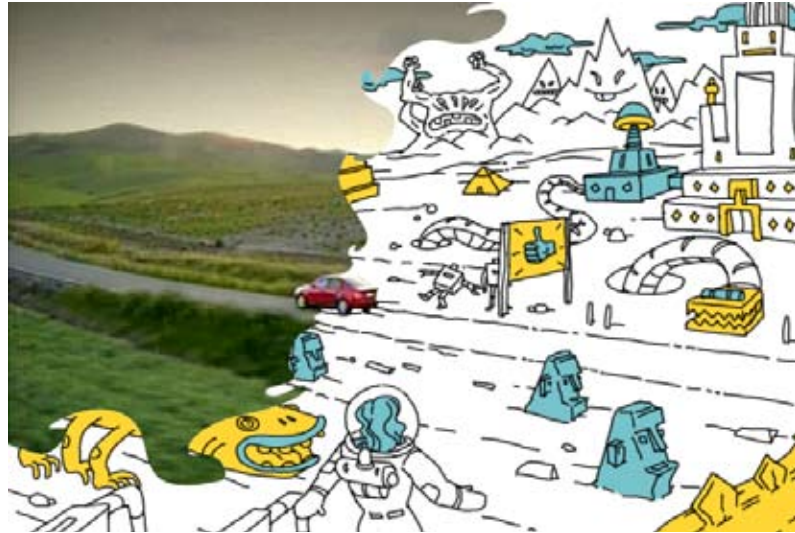
# Concept No. 1 Race of Fun

Race of Fun is a battle to the finish. An eclectic mix of vehicles and creatures challenge the Volvo S40 for supremacy and the right to claim "High Score". But these "wacky racers" don't play fair. The Volvo S40 has to think fast and improvise if it's going to win. A few twists, turns and laser blasts down the road the S40 "powers up" to the "next level" leaving the competition behind.

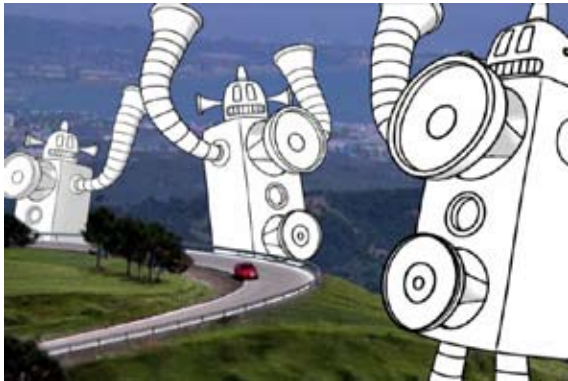
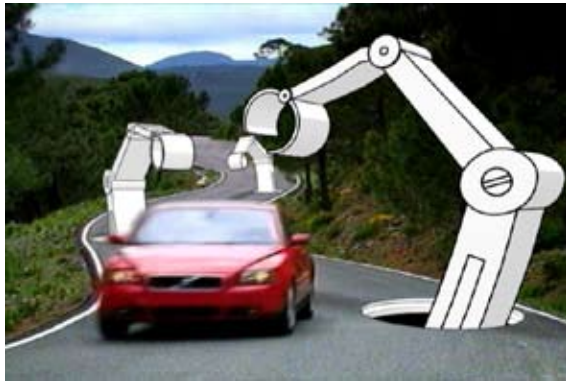
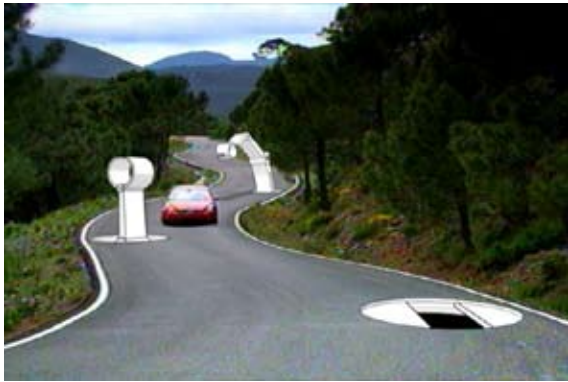


## Concept No. 2 Happy Ending

The Volvo S40 moves down the road. As it speeds through the landscape, the S40 leaves a new unexpected world in its wake. Giant robots, dancing buildings, laughing mountains and strange, happy creatures are all suddenly revealed by the path of the VOLVO S40. The further the S40 travels, the more the landscape changes, until finally all we see is the Volvo S40 in a World of Fun.



# World of Fun 30 second spot



For additional materials regarding this project please contact:  
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