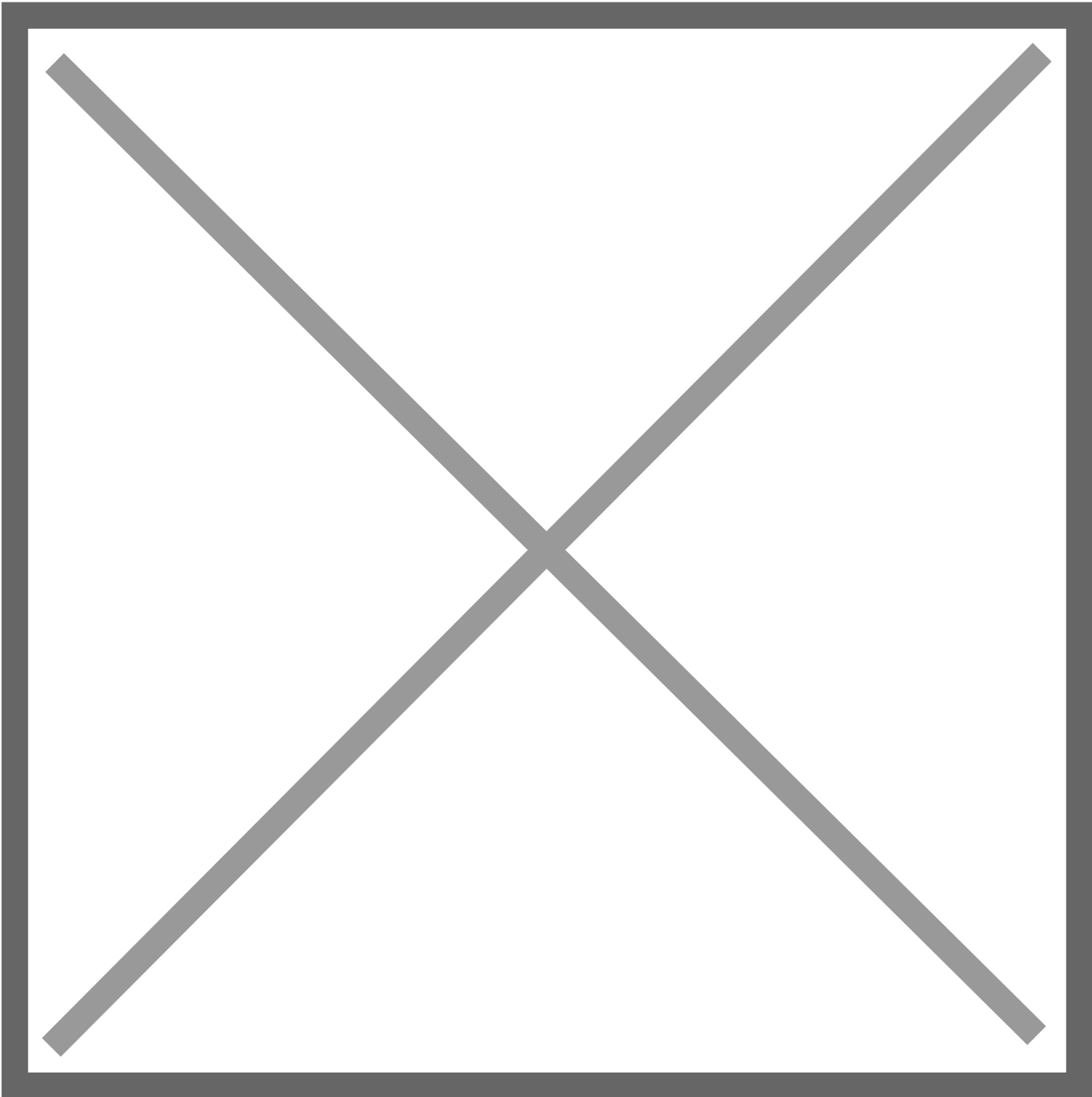




Born to Be Wild: Volkswagen’s Newest Advert

Description



Volkswagen's newest advert is about family, growing up, and forgiving the inevitable little mistakes of every day family life. To match some of the chaos, our latest work of sync licensing adds an element of the wild.

The advert for Volkswagen's new Touran focuses on the family oriented audience of the company's new MPV. While teenagers control the car sound system via their tablets, with the media control feature, parents keep an eye on their kids back-seat antics with the cam-connect.

To fit the unruly kids, we pre-cleared a re-recording of the track *Born to Be Wild*. The licensed sync music embraces the humour at the heart of the advert, celebrating the every day wildness of family life.

Check out the advert below: