



Edelman Named Volkswagen's Social Media Agency of Record

Volkswagen Group of America (VW) has named Edelman as its Social Media Agency of Record following a competitive RFP process involving multiple digital agencies. In January, Edelman was also named Volkswagen's PR Agency of Record.

"Volkswagen has a unique bond with its customers. Social media allows us to increase engagement, enhance relationships and empower customers to become even stronger advocates for the brand," said Charlie Taylor, GM, Digital Marketing, Volkswagen of America. "We think Edelman is a great fit with our team and for the future of Volkswagen's online engagement strategy."

Edelman commenced work on April 1st and will provide social media engagement and strategy, community management and digital content development across platforms, including Facebook, Twitter, YouTube and VW's network of blogs. Edelman's support includes a number of high-profile vehicle launches and events in the coming months, including the all-new 2012 Beetle and Passat.

"VW is an inherently social brand and is becoming a social business," said Monte Lutz, SVP of Digital, Edelman Los Angeles. "We are excited to dive into VW's social channels. Volkswagen's customers are passionate about their vehicles, and this enthusiasm is evident in social media where people talk about their cars, connect with fellow owners and share their VW stories."

With a strong vehicle portfolio and the introductions of the Jetta, Passat, and most recently the 21st Century Beetle, VW is gaining momentum toward increasing global sales to 10 million vehicles by 2018 and tripling its U.S. customer base in the next decade.