



INTRODUCTION

- ✓ Within the Volkswagen Group Rus sponsorship of Sochi Olympics 2014, Russian cities and towns will have their own Olympic Games, which will be aimed at people's motivation to know more about culture and sports.
- ✓ Volkswagen cars will be presented as a symbol of movement and aspiration for victory.
- ✓ The Olympic Games are the largest event in the world, and supporting it Volkswagen symbolizes leader qualities, movement ahead and being the best!



CONCEPT

- ✓ The Olympic Games have always united, conciliated and inspired people on the Earth. This is a strong symbol for everyone to unite in the name of one aim – the victory.
- ✓ Looking at the competition between the best of the best, we desire to be like them. The Olympic Games are part of sports culture, stamina competition, the competition between the strongest people. But above all they are a victory over oneself.
- ✓ The Olympic movement is a good example for young generations as a realization of healthy life-style and commitment to the culture of sports.
- ✓ Everybody wants to win and to be involved in victory, even in the ordinary everyday life.



CONCEPT

- ✓ The Olympic Games give a chance to everybody to feel part of a great and immense event, and they also give a chance to prove that you are the best
- ✓ The spirit of victory during the time of the Olympic Games is felt not only by their participants, but also by ordinary viewers. Everybody tries to know the latest news and to celebrate new achievements and awards.
- ✓ The Olympic movement has always been the most powerful mover in the sphere of sport and culture. The Olympic Games are a large-scale event, where all the people are united and the hope for victory is born.
- ✓ What are the Olympic Games? It is sport, team spirit, drive, leadership and friendship at the same time. And it is also a great occasion that gives everybody optimism and hope for victory.





TOUR LOGO DRAFT





TOUR SUBLINE DRAFT

Sochi.Drive. Motion of the country!

Sochi.Drive. Your way to victory!

Sochi.Drive. Startup faster to victory!

Sochi.Drive. Get moving!

Sochi.Drive. Be the first on Olympic track!

Sochi.Drive. Towards the Olympics!

Sochi.Drive. Get moving for victory!

Sochi.Drive. Join the Olympics!

Sochi. Drive. On the way to victory!

Sochi. Drive. All ways run to Sochi!

Sochi. Drive. Victory in motion!**Sochi.Drive. Движение всей страны!**

Sochi.Drive. Твой путь к победе!

Sochi.Drive. Разгонись до победы!

Sochi.Drive. Двигайся!

Sochi.Drive. Будь первым на олимпийской трассе!

Sochi.Drive. Вперед на Олимпиаду!

Sochi.Drive. Двигайся к победе!

Sochi.Drive. Присоединись к Олимпиаде!

Sochi. Drive. На пути к победе!

Sochi. Drive. Все дороги ведут в Сочи!

Sochi. Drive. Победа в движении!

MECHANICS / MASTER-TOUR

Before the start of the activity in every city there we arrange a master-tour with project presentation.

Members of Tour:

- ✓ Representative of the Agency
- ✓ Representative of the Local Partner Agency
- ✓ Representative of Volkswagen Group Rus
- ✓ Representative of the Olympic Committee
- ✓ Local Dealer



The subject of meeting is the project presentation to the local municipality

During the meeting following issues are to be discussed:

- ✓ Selection of an appropriate location
- ✓ Medical support from municipalities during the time of the event
- ✓ Fire-prevention measures
- ✓ Police support
- ✓ Electricity and water supply
- ✓ Announcement support



MECHANICS / ROUTE

201

1. Sochi
2. Krasnodar
3. Rostov on Don
4. Volgograd
5. Samara
6. Tol'jatti
7. Kazan'
8. NN
9. Moscow
10. Spb

XLS timing

Total event days / 90
Working days / 29

2012

1. Moscow
2. NN
3. Kazan'
4. Izhevsk
5. Perm'
6. Ekaterinburg
7. Cheljabinsk
8. Ufa
9. Samara
10. Saratov
11. Voronezh
12. Kaluga
13. Spb

XLS timing

Total event days / 97
Working days / 32

2013

1. Spb
2. Moscow
3. NN
4. Kazan'
5. Ekaterinburg
6. Samara
7. Volgograd
8. Rostov on Don
9. Krasnodar
10. Sochi
11. Kaluga

XLS timing

Total event days / 108
Working days / 39



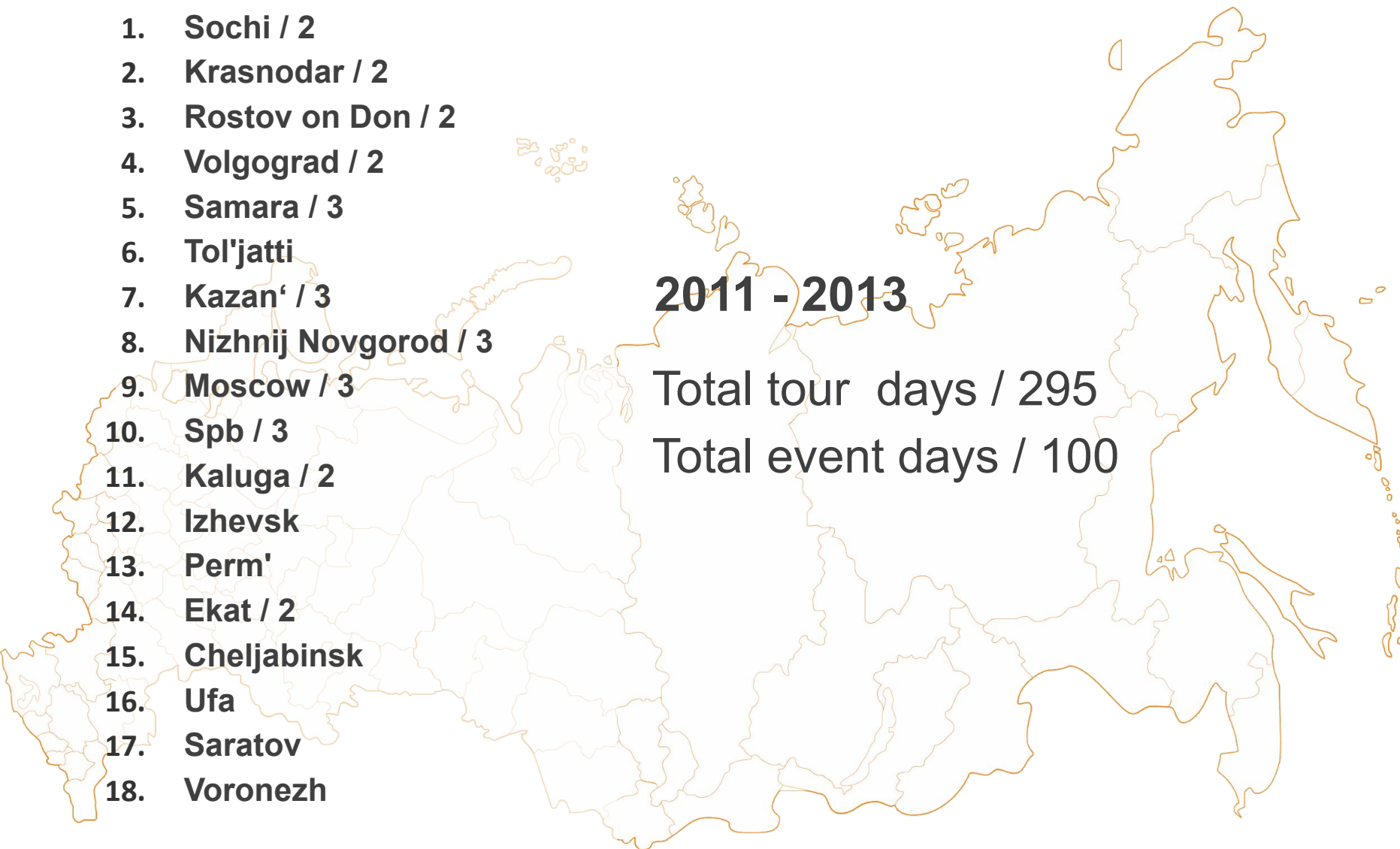
MECHANICS / ROUTE

1. **Sochi / 2**
2. **Krasnodar / 2**
3. **Rostov on Don / 2**
4. **Volgograd / 2**
5. **Samara / 3**
6. **Tol'jatti**
7. **Kazan' / 3**
8. **Nizhnij Novgorod / 3**
9. **Moscow / 3**
10. **Spb / 3**
11. **Kaluga / 2**
12. **Izhevsk**
13. **Perm'**
14. **Ekat / 2**
15. **Cheljabinsk**
16. **Ufa**
17. **Saratov**
18. **Voronezh**

2011 - 2013

Total tour days / 295

Total event days / 100



MECHANICS / THE ANNOUNCEMENT

- ✓ The month before the planned date of the Road show in the city one of the local regular buses is branded with the event symbols.
- ✓ During the whole month before the date of the Road show the bus is operating in the usual routine.
- ✓ The branded surfaces of the bus will allow to inform the audience about the Road Show in advance and will create some motivation towards participating in the event.



- ✓ During the Road Show itself the branded bus will become a special vehicle, which everybody can use to get to the location.
- ✓ The bus with a special animation team will be running between the most popular places in the city (or its usual route).
- ✓ When the bus makes stops, the animation team will be communicating with people, inspiring them to visit the event and giving out balloons with symbols of the event.

MECHANICS. PRESS-CONFERENCE.

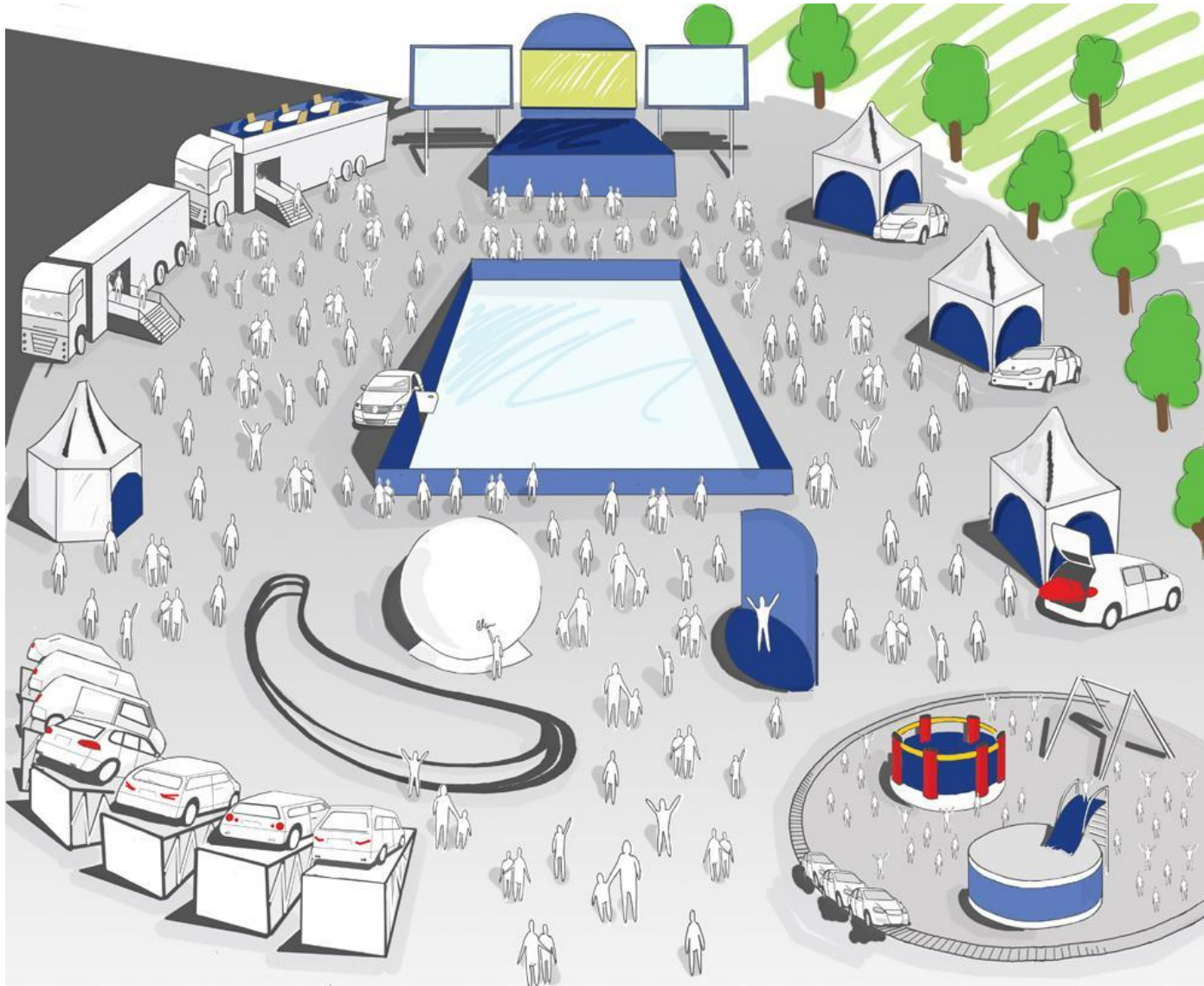
- ✓ 4 hours before the opening of the Road Show event to the visitors, a press-conference for mass-media representatives will be take place.
- ✓ In one of the areas we arrange a mini stand-up meal.
- ✓ Mass-media representatives will have a unique opportunity to take part in all activities before official opening.
- ✓ After the press-conference mass-media representatives will be given press releases to be published in local media.



- ✓ During the press-conference mass-media representatives will receive souvenirs – trinkets in the shape of the main Olympic Games attribute - the burning torch
- ✓ The stand-up meal will be organized in the style of the event: tableware will be branded with the Olympic symbols, canapé will be made as Russian tricolor, cakes will be made in the shapes of different sports equipment: skates, bobsleds, pucks, hockey sticks, etc.
- ✓ This style of stand-up meal will help to plunge journalists into the atmosphere of forthcoming events and it will also reflect the spirit of the event.

DURING THE PRESS-CONFERENCE THE LOCATION WILL BE CLOSED TO THE CITIZENS, WHILE THE PARTICIPATION OF MASS-MEDIA REPRESENTATIVES IN THE ACTIVITIES AND THE PRESENCE OF PEOPLE IN THE LOCATION WILL AROUSE INTEREST TO THE FORTHCOMING EVENT.

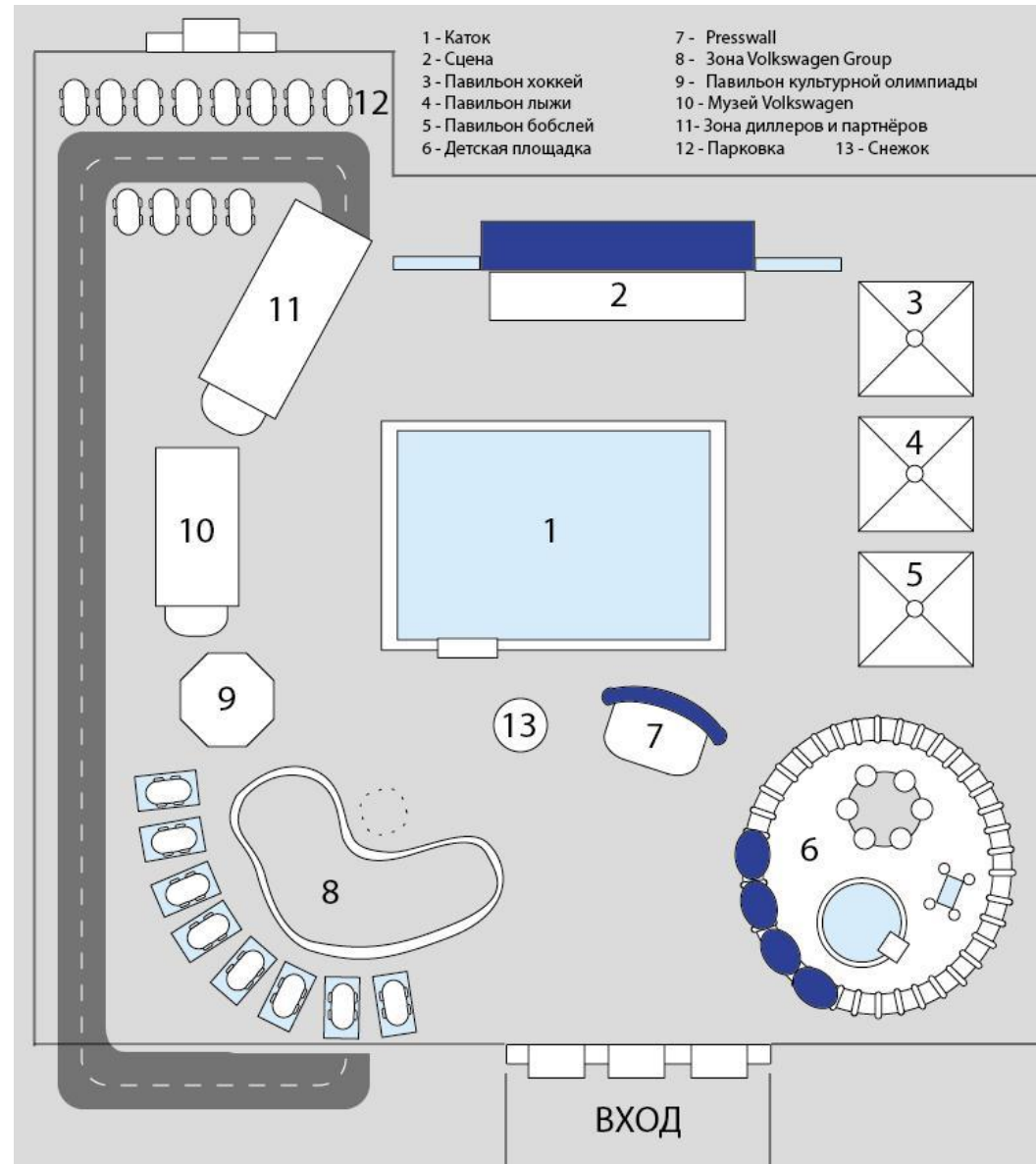
LOCATION



LOCATION

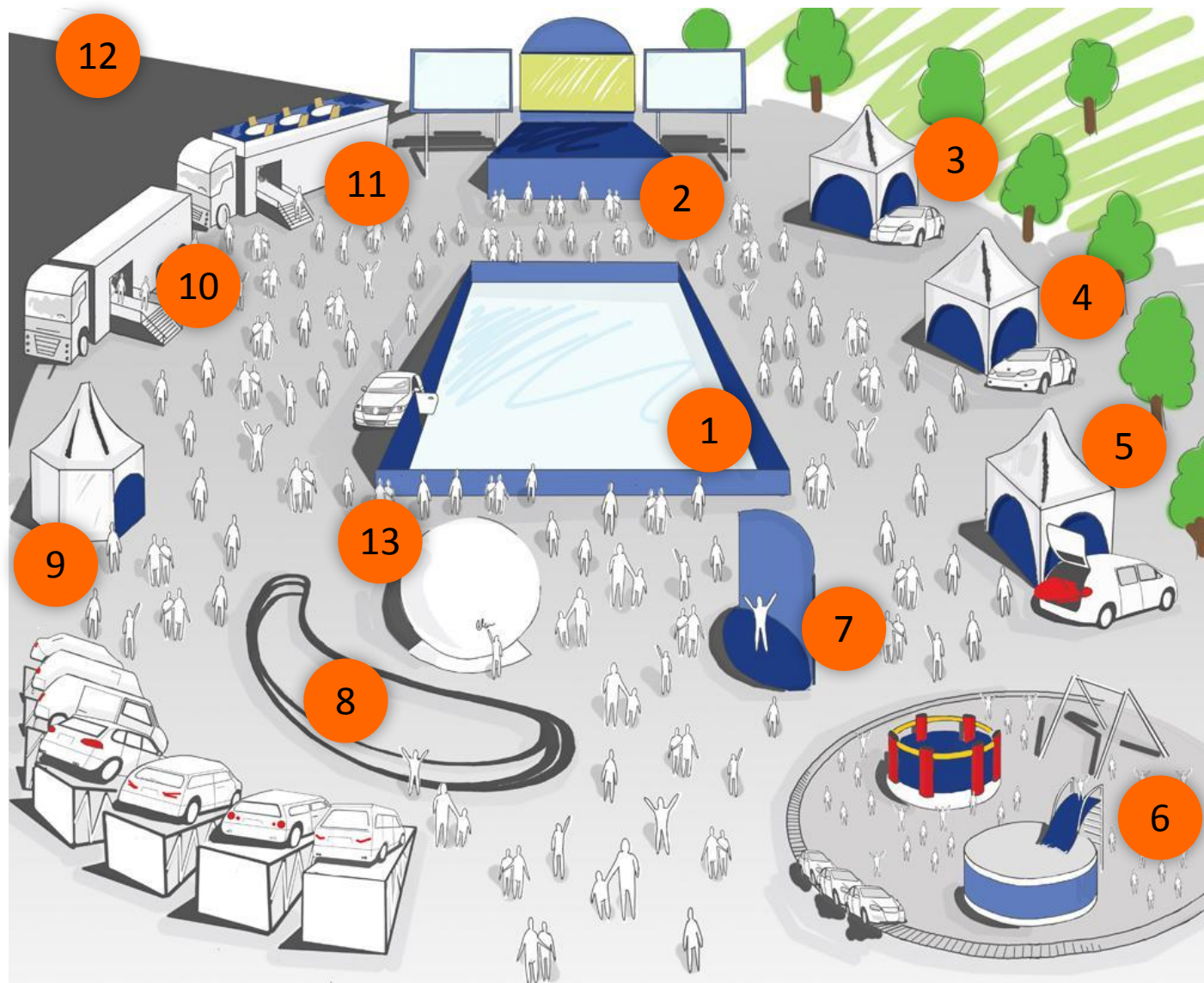
- ✓ The Road Show location is surrounded by branded enclosure, which will allow to mark out additionally the place of the event.
- ✓ The location will be divided into zones of different activities by tents, awnings, booths, trucks and a scene.
- ✓ All the zones of the event are branded by event's symbols and sponsors' logos.

The location is equipped with special outfits: lifting sloping platforms, handrails which will give an opportunity to handicapped people to participate in some kinds of activities (for example, in biathlon competitions, in visiting Cultural Olympic Games zone, Olympic games museum, Volkswagen group museum) This equipment of the location will help attract attention to the Paralympics movement and the issues of people with health problems in modern society.



LOCATION / AREAS

1. Skating-rink (Volkswagen zone)
2. Stage
3. Hockey ground (Skoda zone)
4. Skiing track (Audi zone)
5. Bobsled tent (VW Passenger Cars and Commercial zone)
6. Children's ground
7. Press-wall
8. Show are for the Volkswagen Group cars
9. Cultural Olympic Games tent
10. Truck - museum of Olympic Games, Volkswagen museum
11. Truck – dealers' zone
12. Test Drive cars
13. Snowball



LOCATION / AREAS / THE ZONES OF VOLKSWAGEN GROUP CARS

- ✓ Near each Volkswagen Group cars tent, a car, representing the zone is installed.
- ✓ Each car, installed near the sports zone, is decorated with aerograph drawing, illustrating the relevant kind of sport.



VW Passenger Cars and Commercial Vehicles – drawing on the cars in the shape of a flying bobsled

Audi – drawing in the shape of snowdrifts, ski run and a sportsman skiing down the slope

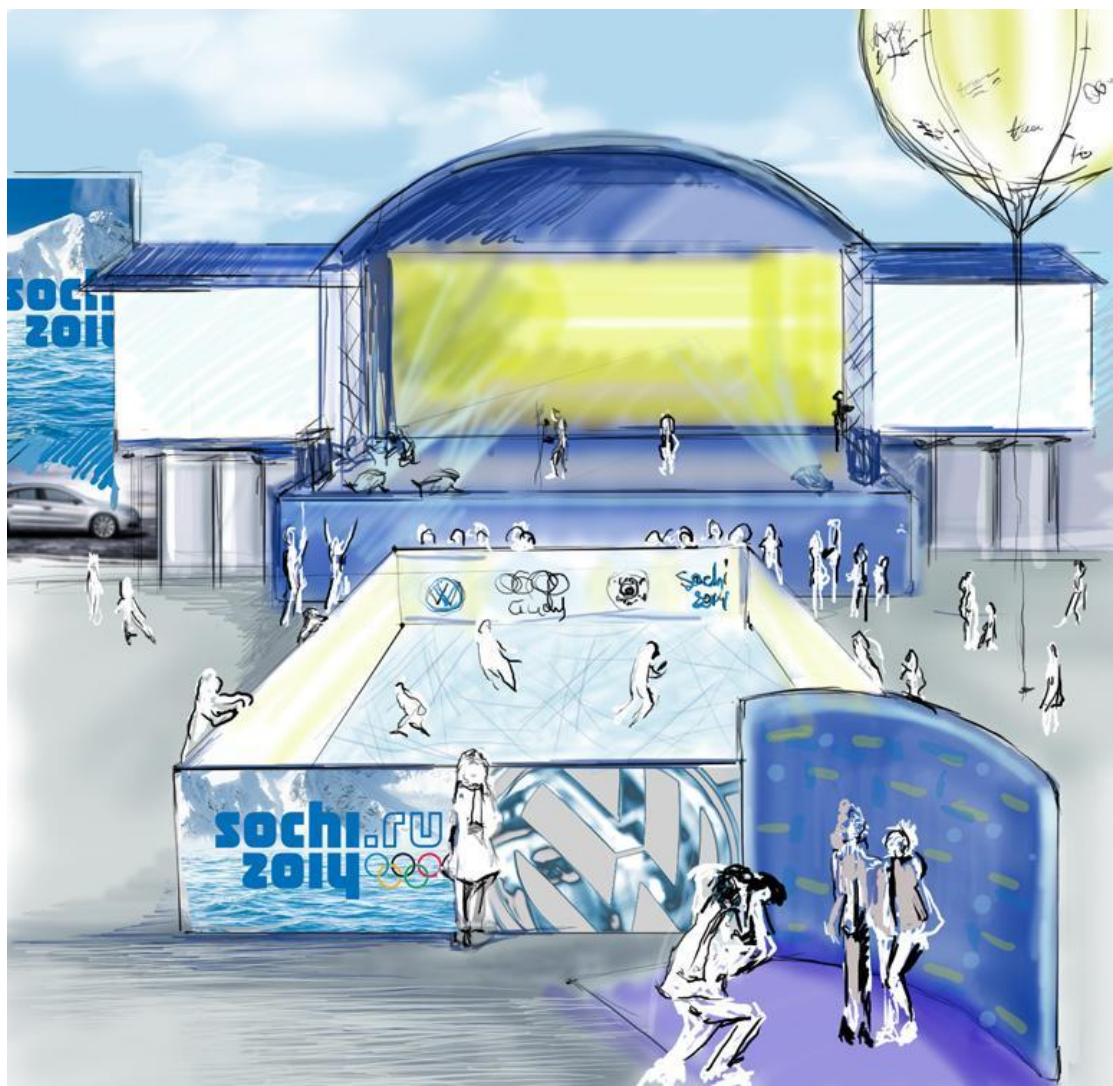
Skoda – drawing in the shape of hockey ground

Volkswagen – photos of famous sportsmen and aerographs on cars

EACH ZONE FOR EACH KIND OF CAR HAS AN ANIMATOR. THE MAIN TASK OF THE ANIMATOR ALONG WITH INTERACTIVE ACTIVITY WITH THE AUDIENCE IS TO MAKE EVERYONE FEEL THE LINK BETWEEN THE BRAND AND THE SPORTS ACTIVITY ON LOCATION, TO CONSOLIDATE ASSOCIATION OF BRAND WITH THE RESPECTIVE SPORT. PRIZES GIVEN FOR VICTORIES IN COMPETITIONS ON LOCATIONS ARE BRANDED WITH LARGER (COMPARED WITH OTHER SYMBOLS) LOGOS OF AUTOMOBILE BRANDS.

LOCATION / STAGE

- ✓ The stage will be installed in each city, it will be equipped with plasma panels and all the necessary equipment.
- ✓ According to the plot, there will be a famous host performing on the stage (during the opening), then the program will be guided by invited MC. There will be also musicians and invited sportsmen performing on the stage.
- ✓ During the activities the information about event's sponsors is broadcast on the stage.
- ✓ During the recesses of activities, the fragments illustrating the most significant victories of Russian sportsmen during the Olympic and Paralympics Games are broadcast.

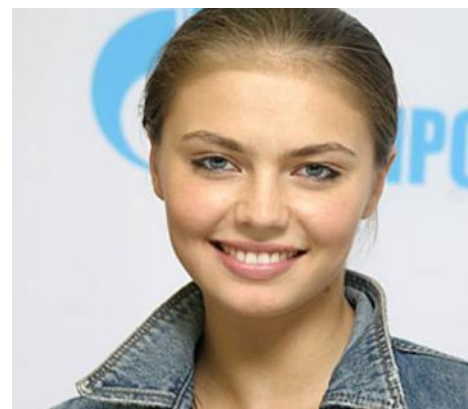


LOCATION / STAGE / HOSTS



Anton Sikharulidze

He is an unquestionable leader on the skating-ring and the Olympic champion. He is also the head of State Duma Committee for physical training and sport. The host is symbolizing firmness of purpose, victory and fortune, which is to accompany every person, who wants to reach his peaks. Anton's love of life will give dynamics and the feeling of every citizen's involvement to the event.



Alina Kabaeva

She is an outstanding sportswoman, State Duma deputy, television anchorwoman. As a host of the event, she will symbolize the culture of sport, illustrating the fact that the aspiration and the constant movement forward will always lead to the deserved victory.

LOCATION / STAGE / PERFORMANCE

Dancing Show “INFINITY SIGN”

“INFINITY SIGN” is harmonious union of modern dancing art and the most graceful kind of sport -rhythmic gymnastics. The dancing show can charm the audience by every detail. The show is accompanied by music and light effects and it is a theatrical or musical performance.



Lyasan Utyasheva

Russian sportswoman. An international ambassador of the Olympic movement Sochi-2014. Television anchorwoman and sportscaster.

LOCATION / STAGE / THE PERFORMANCE OF FAMOUS SPORTSMEN

- ✓ We make a selection of famous people (preferably Olympic champions) originating from every city of the Road Show to invite them to participate in the event
- ✓ Every candidate is asserted by Volkswagen Group \ the Olympic Committee
- ✓ Famous Paralympics sportsmen are also invited to take part in the event.



An example of sportsmen selection through the cities:

- ✓ Moscow is home of ski sprinter Nikita Kryukov, golden prize winner of Vancouver-2010 Olympic Games.
- ✓ Saint-Petersburg is home of figure skater Alexey Yagudin, golden prize winner Salt-Lake-City-2002 Olympic Games
- ✓ Moscow event will contain the performance of biathlon competitor Irek Zaripov, fourfold prize winner Vancouver-2010 Paralympics

LOCATION / STAGE / THE PERFORMANCE OF FAMOUS SPORTSMEN

In every city where the event will be held, the performance of sportsmen originating from this very city or town will be organized. This will strengthen the faith of every citizen in the victory, because people are not born sportsmen, they become sportsmen. They get energy from sport and they judge it as a blessed force. Every city always has a person who has achieved success and who considers physical training as an essential part of the life. The performances of sportsmen are an example that there is no big victories without small achievements. The development of mass sport culture in the places where everybody can show one's worth is an important part of sports development in the whole.



LOCATION / MASCOTS

- ✓ After the selection of the Olympic Games symbol for Sochi 2014 is made, the life size figure model of the symbol will be produced .
- ✓ The entertainment program with participation of the Mascot will be held on the stage.
- ✓ During the entertainment program breaks Mascot becomes an energetic participant of all activities, photo sessions.

LOCATION / VOLKSWAGEN CENTRAL AREA. ICE ZONE.

- ✓ Ice Zone is located in the center.
- ✓ It has enclosure branded with the sponsors' logos.
- ✓ Master-classes with the famous sportsmen who were born in this city take place in this area.
- ✓ A half-hour show with the participation of celebrity is the main program element for this kind of sport. For example it can be led by such stars as Evgeniy Plushenko, Ilia Averbukh.
- ✓ At the end of Celebrity show we arrange a photo session with autographs.



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DURING THE WHOLE EVENT THERE ARE A LOT OF ACTIVITIES FOR THE TARGET AUDIENCE, INCLUDING THE POSSIBILITY OF SKATE RENTAL. NEAR THE RINK A VOLKSWAGEN CAR WILL BE PLACED. ALONG WITH THEMATIC AEROGRAPHIC PICTURE BRANDED CAR DESIGN INCLUDES THE FIGURE SKATING ELEMENTS LIKE SPORT UNIFORM, SKATES.

LOCATION / SPACE VOLKSWAGEN CENTER. ICE ZONE.

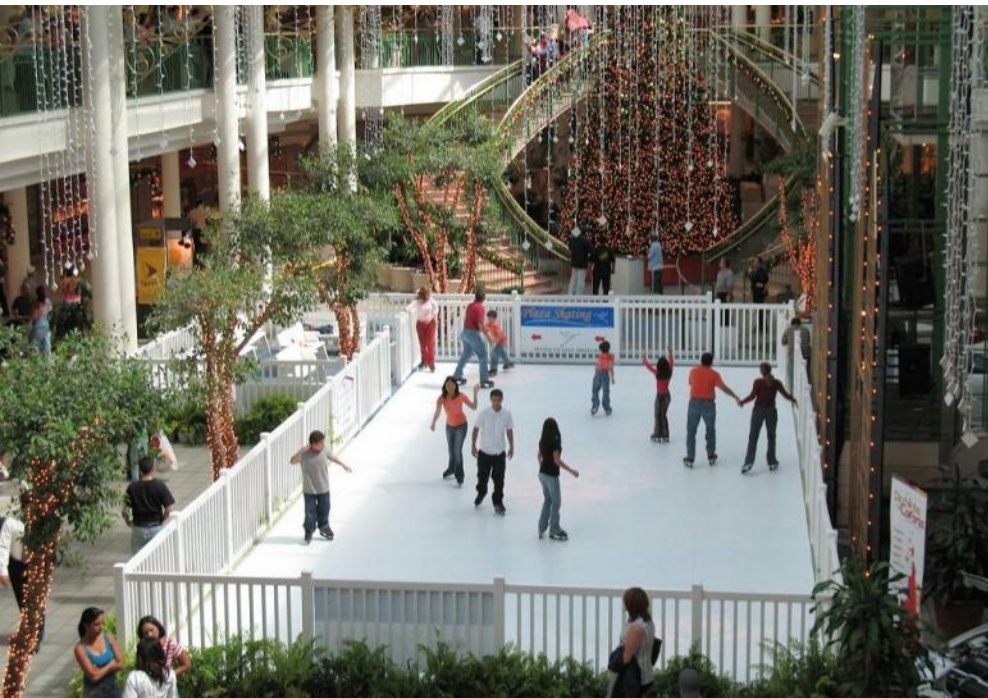


Ilia Averbukh –
a soviet and Russian figure skater, who became a
successful businessman today, producing his
own ice show.

The 'Ice and Fire' Show
is an amazing project, where participants - artists and
show business stars make their first steps to know
figure skating skills and work on the contemporary
dance elements.



LOCATION / SPACE VOLKSWAGEN CENTER. ICE ZONE.

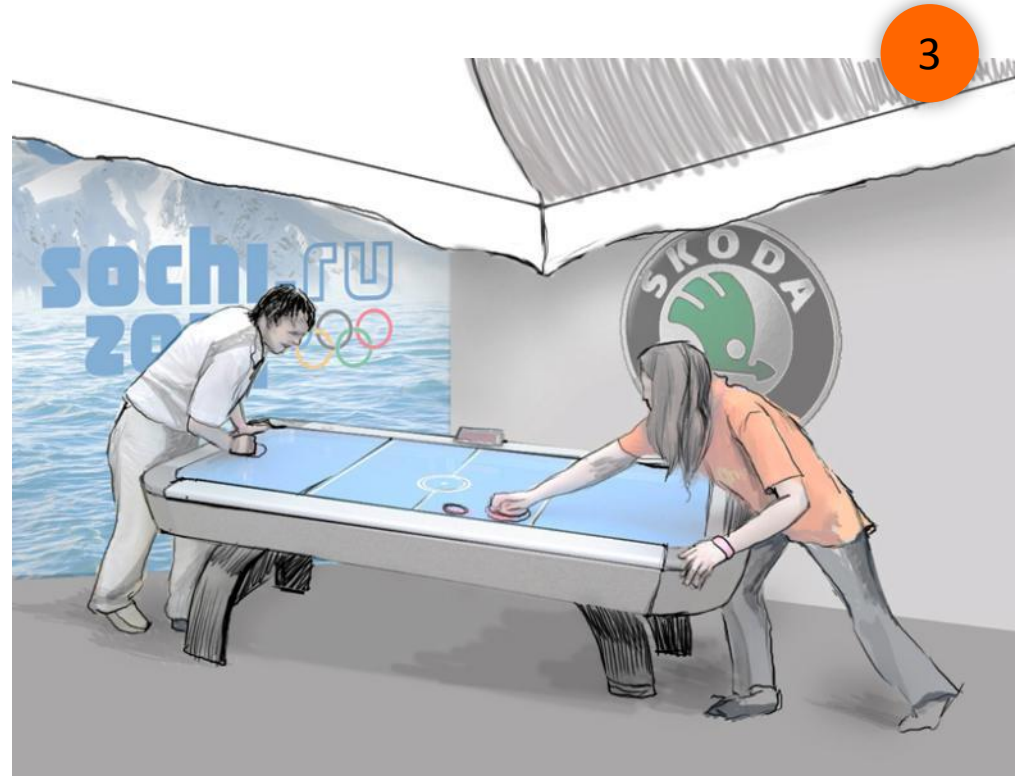


Ice Rink



LOCATION. SKODA ZONE.

- ✓ Air hockey tables are installed in the tent. This kind of sport is also as dynamic as the original ice hockey.
- ✓ The air hockey tables' installation allows to avoid crossing with the main figure skating activity (on ice) and attract attention of visitors of all ages.
- ✓ Near the tent a Skoda car is installed, it is decorated with the elements of Hockey attributes like sticks, helmets, gloves



LOCATION. AUDI ZONE.

- ✓ Ski simulator with the Olympic ski track where everybody can try his luck is installed in the Audi zone.
- ✓ Everybody can feel like a real sportsman after spending a few minutes training on the snowboard simulator.
- ✓ Besides, every visitor will have the opportunity to try the biathlon simulator and get the maximum number of points.
- ✓ Near the tent an Audi car will be installed. In its open trunk we will place a snowboard of a famous sportsman.



LOCATION / VW PASSENGER CARS AND COMMERCIAL VEHICLES.

- ✓ The VW Passenger Cars and Commercial Vehicles Zone is represented by a branded tent of bobsledders.
- ✓ There is a full imitation of a real bobsled in the tent.
- ✓ Everybody can feel himself like a real bobsledder, taking a photo in the uniform of famous sportsmen near or inside the bobsled.
- ✓ Near the tent a VW Passenger Car is decorated with the special attributes of this kind of sport and has a bobsled inside.



LOCATION / THE KIDS GROUND

- ✓ The kids' zone is made in circular form surrounded by skate rails for riding on branded Olympic mini-cars.
- ✓ This type of decoration makes a visual alliance with Olympic medal accenting additionally on the program set and giving an association with the Olympic victories.
- ✓ The animation team works to involve every kid in different activities in the zone.
 - The activities for the youngest children include dancing, singing and drawing.
 - The activities for older children are the Olympic competitions.



LOCATION / THE KIDS GROUND

- ✓ A trampoline is installed in the zone.
- ✓ There is a dry water pool (filled by soft balls).
- ✓ There is a special space for snowball activity with a snow machine. This way children can get snow fun during the whole year!
- ✓ Children have an opportunity to take a photo with different life-size figure models and with the best-known person of this zone – Mascot 😊
- ✓ The Mascot mini-copies are given out as souvenirs for children.

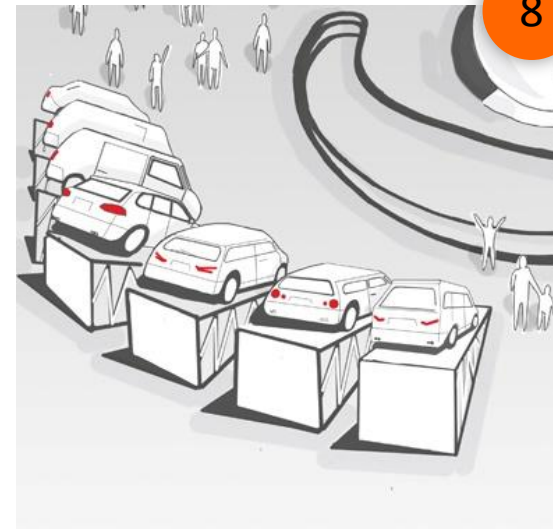
LOCATION. PRESS-WALL.

- ✓ Every day interviews with invited outstanding sportsmen and celebrities are held in press-wall zone.
- ✓ After the interviews there is a photo session and autograph-session for event visitors.



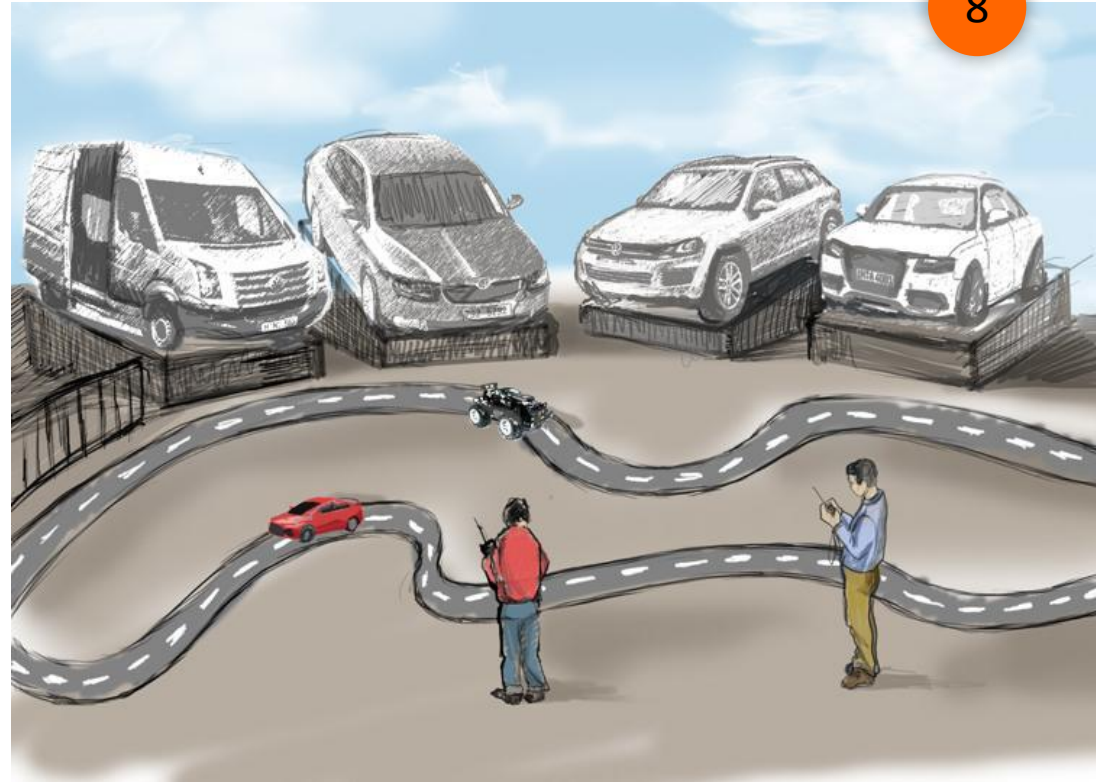
LOCATION / THE VOLKSWAGEN GROUP SHOW AREA

- ✓ Volkswagen Group cars are placed on special podiums.
- ✓ There is a small ladder to each podium which provides an opportunity for every visitor to go up and see the car's saloon, take the driver's place.
- ✓ The car placed on a podium is important to reach best visibility in the whole event location.



LOCATION / THE VOLKSWAGEN GROUP SHOW AREA

- ✓ A mini electric race car track is installed near the show area.
- ✓ Cars for the race are styled as the 4 participating car brands.
- ✓ Everybody gets an opportunity to try a test-drive of the chosen car.



LOCATION / CULTURAL OLYMPIC GAMES.

- ✓ To acquaint the audience with the Cultural Olympic Games there is a separate tent-zone, where respective activities will be organized depending on the theme of the year.



LOCATION / CULTURAL OLYMPIC GAMES.

2012 is the year of music.

- ✓ On the screens in the tent there we show greetings to the event visitors from the famous people, musical leaders.
- ✓ In the tent the host arranges a quiz to check musical knowledge
- ✓ The winners will get prizes: whistles and music discs.

2013 is dedicated to Museums

- ✓ Each visitor of the Cultural Olympic Games tent will have a unique opportunity to visit the most famous Russian museums without leaving his city.
- ✓ The best pieces of art from all Russian museums will be demonstrated on plasma screens.
- ✓ The host will arrange quizzes to check cultural knowledge of the tent's visitors
- ✓ The winners will be given reproduction painting with sports thematic (like "Basketball players" by Russian painter Alexander Deineka)





LOCATION / MUSEUM OF OLYMPIC GAMES, VOLKSWAGEN MUSEUM

- ✓ A branded Truck-museum drives with the Road show from city to city.
- ✓ The main space of the truck is occupied by Olympic games' exposition.
- ✓ The exposition presents autographs of outstanding Olympians, cups, uniforms of the famous sportsmen of recent years
- ✓ One can also visit the Volkswagen Group museum and eyewitness the evolution of the brand from foundation to our days.

LOCATION / MUSEUM OF OLYMPIC GAMES, VOLKSWAGEN MUSEUM

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TSP Trailer



LOCATION / MUSEUM OF OLYMPIC GAMES, VOLKSWAGEN MUSEUM

category: semi-trailer
presentation area: 80 qm
roof area: 33 qm
all area: 113 qm
ground areas: 180 qm
weight: 27 t
onboard power: yes
kitchen: yes
aircondition: yes
multimedia: yes



LOCATION / TRUCK – THE DEALERS' ZONE

- ✓ The two-level truck – the Volkswagen Group dealers' zone - is the most highest place on the event.
- ✓ There is a demo-car of one of the brands on the first floor.
- ✓ The demo-car presents the range of brand's technical achievements.
- ✓ At the driver's place every visitor can see the work of car seat safety pillows, belts, electronic equipment etc.
- ✓ This is a zone of brand dealers' activity – they give professional consultations, invite visitors to dealers' centers for test-drives.
 - ✓ The second floor is a mini catering zone for potential buyers.
 - ✓ The enclose of the second floor works as the surface area for additional event sponsors (Coca-Cola, Rosneft etc.)

LOCATION / TRUCK – THE DEALERS' ZONE



11

SST Trailer



LOCATION / TRUCK – THE DEALERS' ZONE

category: semi-trailer
presentation area: 53 qm
roof area: 33 qm
all area: 86 qm
ground areas: 130 qm
weight: 20 t
onboard power: yes
kitchen: yes
aircondition: yes
multimedia: yes



LOCATION / SNOWBALL

- ✓ A Snowball of wishes is installed in a plastic cube in the central part of the event like an additional pedestal element.
- ✓ From the activity launch a competition among visitors takes place. They have to create the best wish for Russian Olympic Team for Sochi 2014.
- ✓ The competition is held in the press-wall zone.
- ✓ The best wish is written on the ball.
- ✓ In this way the ball is covered with the new wishes from every city of the Road Show.



SOUVENIRS

- ✓ During the Road Show we will be handing out souvenirs to the event visitors: stickers in the shape of smiles with the event symbols, balloons.
- ✓ In the ground zones where the competitions are held each winner has a chance to get a prize:
- ✓ A T-shirt with the symbol of the event
- ✓ Branded cap
- ✓ Branded scarf



SOUVENIRS



- ✓ This will help to make a positive impression about Road Show, prizes and souvenirs will remind the visitors about the participation in the activities and in the event itself.

INTEGRATION OF SPONSOR PACKAGES.



- ✓ All the personnel employed on the event will be dressed in the branded Olympic uniform from Bosco Di Ciliegi

OPTIONAL OFFER / TRUCK – ROAD SHOW CLOSING SOCHI PROGRAM.

- ✓ After the end of the Road Show, the Museum truck will be packed with different elements of the event, celebrities' and sportsmen's photos from photo sessions, souvenirs from the event, balloons with wishes.
- ✓ Truck will arrive to Sochi a few days before the start of the Olympic Games 2014. It will be installed in the Olympic village.
- ✓ The Truck will be equipped with plasma panels where the Road Show videos from different cities will be shown.
- ✓ Before the truck opening to the audience a press-conference for journalists will be held, as the opening ceremony is a good PR-occasion.
- ✓ Russian team will be able to feel the support of all the country, to get congratulations from all the regions of Russia, and that will become a perfect stimulus for victory, fighting spirit and the desire to win.

CONCLUSION

✓The Roadshow format Advantages:

- Optimal logistics in comparison with railway or air transport
- Mobility of installation
- Ability to plan and change route without major difficulties

✓Combined event location. High passability with low dependence on weather due to in- and outdoor activities.

✓The summer time period:

- High passability, longer stay on the event
- The Winter Olympic Games announcement during Summer.

About AG «Drive Adv»



Roadshow projects in Russia





DRIVE
adv

Thank You for Your kind attention!