

CASE STUDY

THE CHALLENGER THAT
SHOOK UP “SAFE”

VOLVO

RESULTS

- Test drive requests exceeded targets by **305%**
- Actual test drives jumped **175%** over previous records
- **227** Volvo S60s sold, smashing industry conversion rates by 16%
- Social media exploded: **320%** Facebook growth, **2,500%** YouTube views, and **240%** Twitter increase

By challenging category norms and making safety sexy, Volvo rewrote its own rulebook—and won.

THE COMPANY

Volvo, a Swedish premium car brand, is synonymous with safety and reliability—but in a competitive market, that positioning was no longer enough.

THE CHALLENGE

Volvo had a **perception problem**. While safety was still valued, the brand was seen as **conservative, uninspiring, and dull**—especially against aspirational rivals like BMW and Mercedes.

To reignite desirability, the launch of the all-new Volvo S60 had to challenge everything people thought they knew about Volvo.

INSIGHT & SOLUTION

If Volvo was going to break free from its “safe” stereotype, it needed to be unexpected, playful and bold.

Enter The Naughty Volvo S60 Convoy—a nationwide, interactive roadshow where the public dictated the campaign. Consumers were dared to send mischievous challenges to the convoy crew via social media, SMS, and online platforms. The most daring ideas—foam jacuzzi at a traffic intersection, dressing as royal guards, paying a toll in 5c coins—were brought to life and broadcast across social channels, sparking massive engagement.

To drive action, test-drive participation was gamified, offering 10x competition entries for booking a test drive—turning engagement into real-world conversions.