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1MD: Volkswagen Blue Your Friends

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Integrating technology and fun

Volkswagen is a brand known for its fun and original style. When it came time for the launch of its BlueMotion technology in Belgium, the company wanted to engage young consumers where they go for fun—Facebook. With the help of digital creative agency 1MD, Volkswagen launched an animated social media campaign that highlights two important facts about BlueMotion: it's not only the most efficient green technology, it's also the least expensive.

1MD tapped into the Facebook platform to create an interactive animation that showcases the benefits of BlueMotion. The campaign challenges Facebook users to find out, "Are your friends really friendly?" The 1MD team depicted users' Facebook friends in the 3D interactive animation to show users how much their friends pollute and the associated cost. In the end, the video shows how BlueMotion technology can help people reduce emissions while saving money.





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Animation trifecta

The Blue Your Friends interactive website and 3D video were developed with Adobe Photoshop® CS5 Extended, After Effects® CS5, and Flash® Professional CS5. "The project showcases how content created with Flash Professional CS5 can easily be integrated with the Facebook platform," says Vincent Battaglia, CEO of 1MD.

1MD created the characters in Photoshop CS5 Extended, built the 3D universe with MAXON's Cinema 4D, and then exported everything to After Effects CS5 for the animation. The entire animated movie was created in just four weeks, without shooting any video. "After Effects artists easily imported multi-layer image data, saving render time and improving the workflow between Imagineer's mocha and After Effects CS5," says Battaglia.

To build the rich-media website and integrate it with a user's Facebook account, 1MD leveraged the ability to call JavaScript functions that can work with the Facebook platform from within Flash Professional CS5. For the parts of the animation where user-specific Facebook information is displayed, 1MD exported tracking coordinates produced in mocha to Flash Professional CS5, enabling the information from Facebook to be smoothly displayed in the movie.

With the site, Volkswagen increased its social network presence while creating a community around the BlueMotion brand. The animation drove traffic to the Volkswagen Belgium Facebook page, and the number of fans grew from 300 to more than 15,000 in just a few months. As recognition of the site's creativity and quality, it was awarded FWA Site of Day.



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