

Volkswagen behind invisible chair stunt



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VOLKSWAGEN GUERRILLA MARKETING KINGSMEN

Singapore - After three days of intriguing the Raffles Place working crowd, Volkswagen has revealed that the suited man 'sitting' on an invisible chair at Chevron House was a marketing stunt for its new Jetta model.

The teaser was part of Volkswagen's "My Dream Seat" campaign, executed by activation agency Kingsmen Ooh-Media. No traditional advertising was done for the event but messages were placed around the site of the stunt leading to a [microsite](#) for the new model.

"The idea was to portray the Volkswagen Jetta as the dream seat," director of integrated communications, Kingsmen, Melissa Ho told *Marketing*.

Ho declined to reveal how the invisible chair effect was pulled off, as well as the rough cost of setting up the stunt.

An executive on the Volkswagen team hinted that the trick was in the clothes of the man. The spokesperson also said Volkswagen managed to gather many new leads with the promotion, though exact figures were not available.

The stunt received much media attention in local reports and radio channels such as 93.3FM and 100.3FM. A car display of the new Jetta was then placed at the same location for a week after the teaser event.