

The image features a wide, snow-covered road stretching towards a distant horizon under a cloudy sky. In the foreground on the right, a close-up of a Yeti's face is visible, showing its thick, shaggy fur and a prominent tuft of hair on its head. The overall scene is cold and desolate.

YETI AND SNOWY BAIKAL

HOW WE TESTED NON-STUDDDED WINTER
TIRES CONTINENTAL AND FILMED A COOL
ADVERTISING VIDEO ABOUT THEM

20
22



Continental 
The Future in Motion



Demand for off-road tires in Russia is high due to its peculiarities due to geographic and climatic zones, transport system and strong seasonality. It is important for such a market to offer a product adapted to the conditions of the country, and it is equally important to offer it on time.

Continental is one of the world's leading manufacturers of tires and automotive components, and their VikingContact 7 tires can handle any terrain. The rubber compound in their composition does not lose elasticity at low temperatures, which means that the wet snow-covered road and the wheel perfectly adhere to each other.

TASK AND PROBLEM



The brand needed an image video for this non-studded winter tire model. The task was to draw attention to the new model with a viral video that would natively talk about tires and their reliability in any road conditions. It was necessary not only to create a beautiful picture and a clear storyline, but to come up with an unusual bright idea that would prove that tires without studs can cope with the road of any complexity. It was required that the visual language of the promotional video be easily read by the audience in the short time it would take.



THE TARGET AUDIENCE OF THE PRODUCT

Age 40+, male. A car enthusiast takes good care of his car, which is why he buys new tires, not used ones. For him, a car is more than just driving around the city. This is a friend with whom you can go fishing and hunting and test rubber in conditions unusual for the city.

His buying behavior: makes purchases based on logically persuasive marketing campaigns, he is motivated to buy by the brand and its quality.
Psychographic profile: enjoys hunting, fishing. It is really important for him to maintain control in life and feel stable on the road, wherever they run.



OUR APPROACH TO SOLVE A CLIENT'S PROBLEM

Metaphor is the only way for us to understand or comprehend the world, and the use of accurate imagery in advertising is indispensable. Ice is a severe test for non-studded tires. And who lives in the snow and ice? Yeti. The video shows him, and he is clearly waiting for something.

In contrast to his measured life, shots of a car rushing at high speed across the ice and deftly overcoming sharp turns are carried by. The video shows users that it is possible to drive on non-studded tires anywhere in Russia in winter.

To turn the idea into reality, our team went to Lake Baikal, or rather, to Khuzhir, and filmed a promo in three days of filming. The unexpected danger was that one day a storm and a wild wind began. However, the day after the storm was a sunny day and we managed to film everything. The area of the lake in the center was cleared for us, where we launched quadrocopters, built sculptures and houses from ice, and made an ice machine with our own hands.





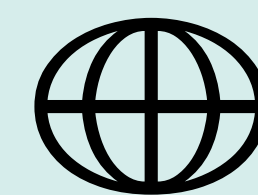
OUR
ODYSSEY
HAS
BEGUN

LOOKS LIKE
-40

FEELS LIKE -50



BEAUTY
FOUND
US



An area in the center of the lake was cleared for us, where we launched quadrocopters, built sculptures and houses from ice, and made an ice machine with our own hands.



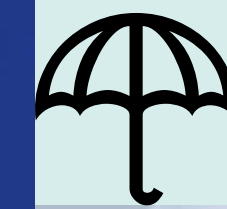
ICE DANCING ON MIRROR LAKE



WE WERE RIGHT HERE

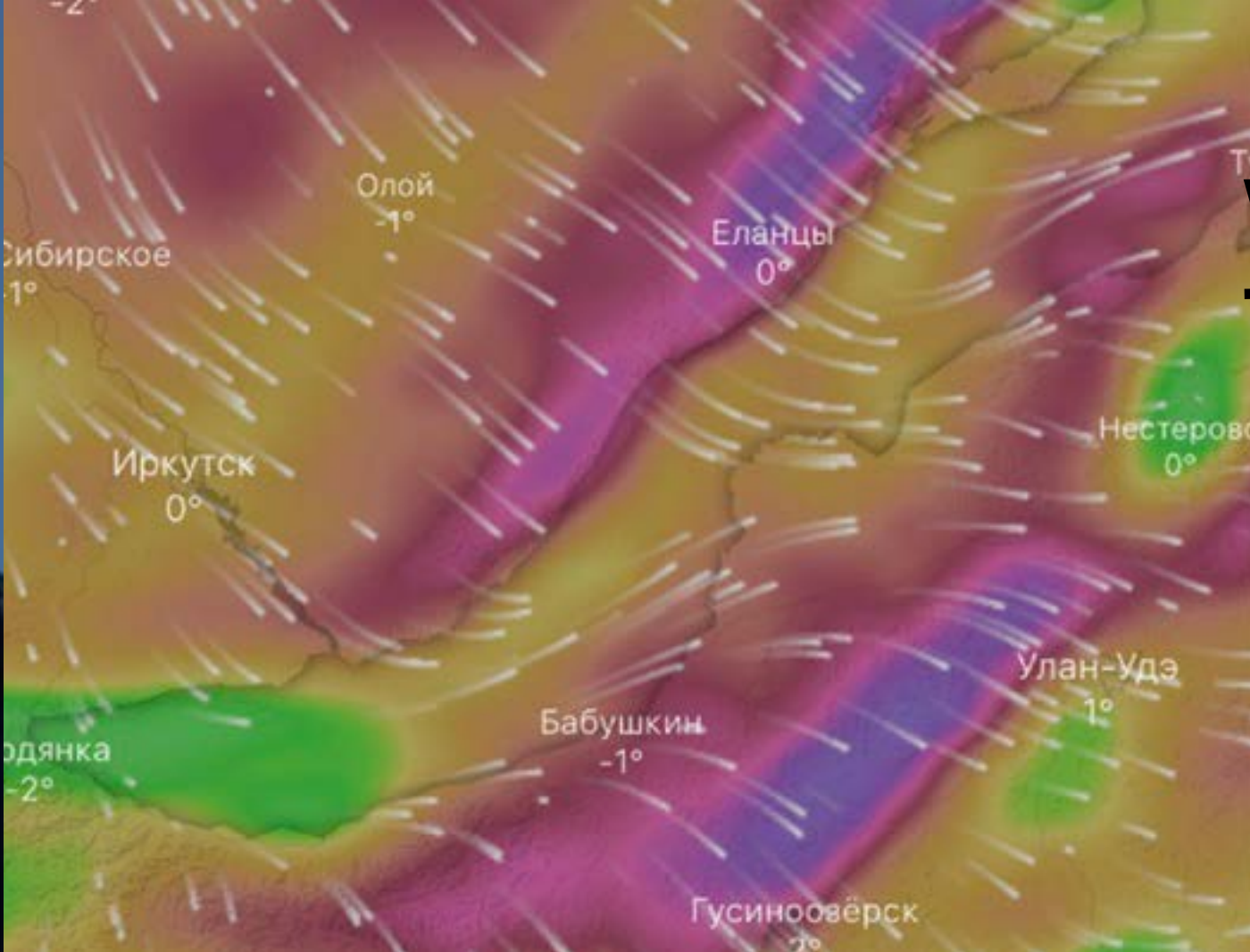


WE FOUND YETI



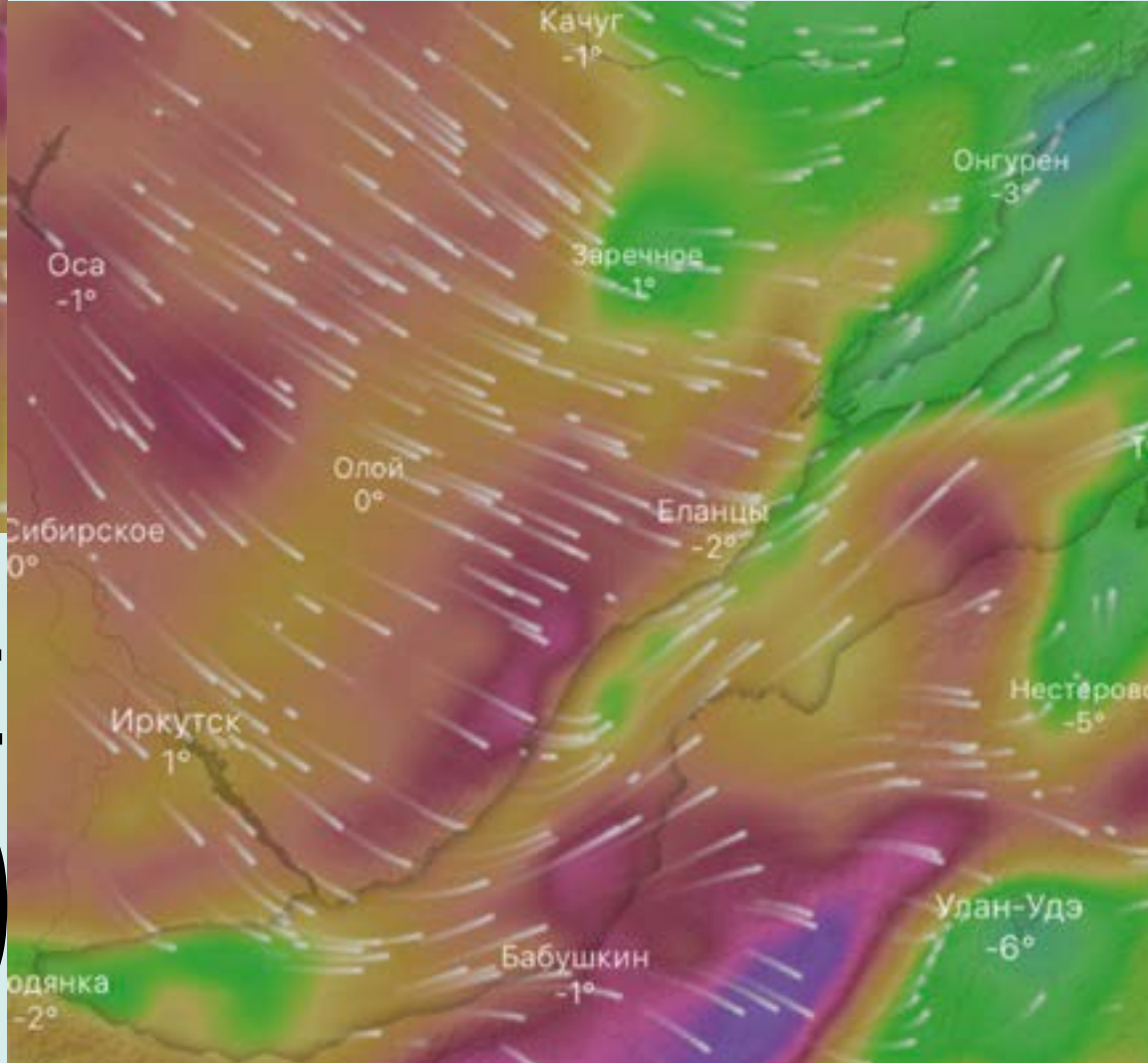
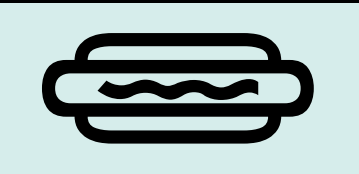
AND BUILT HIM A HOUSE



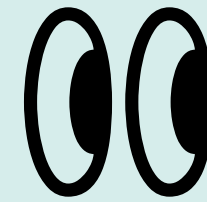


WE SURVIVED
THE CYCLONE

On one of the days we rented
a loaf, rode it on the ice and
ate fish soup.



IT'S BEAUTIFUL HERE



AND IT'S COLD
HERE





THE PEOPLE WHO DID IT, OUR TEAM

We are experts in the talents on the market, so we chose Vostok video production, which is engaged in industrial, architectural and reportage photo and video shooting, to shoot the video. From the agency team, they were assisted by our account manager and producer.

The popular Russian racer and traveler Andrey Leontiev took part in the filming of high-speed scenes, especially for whose ride a track was cleared on the ice of Lake Baikal.





The ice became a severe test not only for non-studded tires, but also for the film crew.

The filming process took three days, and the unexpected danger was that on one of them a storm and wild wind began. However, Baikal loves contrasts: the next day was sunny, on which we filmed everything.





Even frozen Lake Baikal did not lose its sacredness, even severe frost and storm did not stop our shooting. The video contains shots of a car rushing at high speed on the ice and deftly overcoming sharp turns - this is our filming process, which deftly copes with all problems and boldly goes to create a creative video that plunges headlong into visual aesthetics.

PROMO CAMPAIGN RESULTS

We have confirmed the quality of Continental brand products. The result of our work is a 30-second video that accurately reflects all the characteristics of tires for the northern winter:

- ⇒ the quality of grip with the road of the studs of the tires, which allows you to fearlessly move on slippery ice and snow,
- ⇒ tire reliability under all circumstances. Even when meeting a Yeti.

The campaign is not over yet, but here are the numbers for the first half of November 2022:

Views:

Plan — *5 067 101*

Fact — *5 274 275*

Currently overfulfilled by 5%

Clicks:

Plan — *41 516*

Fact — *44 455*

Currently overfulfilled by 7%



REVIEW OF THE CLIENT

“

I WANT TO REPEAT THE SHOOTING ON BAIKAL, IT WAS GREAT TO SHOOT! AN UNUSUAL AND KIND VIDEO THAT WE HAVE - NOWADAYS IT IS VERY IMPORTANT

”

*Victor Sabinin, PR and Content-marketing Specialist,
CONTINENTAL*



20
22

The video was filmed:
we drew attention to
the brand with a viral
video that natively spoke
about winter studless
tires and their reliability
in any road conditions.
They also made sure that
creativity is possible in any
circumstances.

