Global collaboration between Volkswagen and Walt Disney Animation Studios for the release of “Zootopia 2” in theaters

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Volkswagen becomes ‘Wolfswagen’ in “Zootopia 2” placement that includes three custom-animated vehicles inspired by all-electric Volkswagen ID. models

- Custom spot kicks off a global 360 campaign

- CBO Christine Wolburg:

> Emotional storytelling is what enables Volkswagen to appeal to new customer groups.

Volkswagen and Walt Disney Animation Studios have announced a special collaboration for the release of “Zootopia 2,” in theaters Nov 26th. The highlight of the collaboration is the appearance of three custom-animated vehicles in the film inspired by the all-electric Volkswagen models ID.3, ID.4, and ID.7 Tourer. The product placement is part of a new 360 campaign from Volkswagen, that will be rolled out globally.

Ahead of the film’s theatrical release in November, Volkswagen have released their co-branded campaign commercial. The 30-second spot builds anticipation for the new animated adventure and shows the Volkswagen models with a ‘Zootopified’ look to match the film as well as featuring Gazelle’s new song. The spot will run in theaters, on TV and across social media worldwide.

You can watch the spot here.

Part of the charm of “Zootopia” lies in its humorous reflection of our own world, from the characters’ human-like personalities to the animal-pun parodies of well-known brands. In “Zootopia 2,” audiences

will see Volkswagen represented as ‘Wolfswagen’ in the movie, a tongue-in-cheek homage to the brand’s headquarters in Wolfsburg.

Christine Wolburg, Chief Brand Officer of Volkswagen, says:

> Cooperation plays an important role when it comes to effectively implementing emotional storytelling for the Volkswagen brand and reaching new customer groups. ‘Zootopia 2’ shows how important it is to question prejudices and break new ground together in an entertaining way; these are values that Volkswagen also embodies. We are thrilled to collaborate with the Walt Disney Animation Studios to ‘Zootopify’ our brand in the film in a perfectly funny way.

Volkswagen has collaborated with The Walt Disney Studios on several occasions, including working with the Star Wars series “Obi-Wan Kenobi” and with Marvel Studios on the film

> Ant-Man and The Wasp: Quantumania

as part of the ID. Buzz market launch.

The advertising campaign is designed differently by Volkswagen companies depending on the country and includes various measures. In Germany, for example, the brand is using the campaign to promote attractive leasing offers for the Golf, ID.7 Tourer, and T-Cross.

In Walt Disney Animation Studios’ “Zootopia 2,” rookie cops Judy Hopps (voiced by Ginnifer Goodwin) and Nick Wilde (voiced by Jason Bateman) find themselves on the twisting trail of a great mystery when Gary De’Snake (voice of Ke Huy Quan) arrives in Zootopia and turns the animal metropolis upside down. To crack the case, Judy and Nick must go undercover to unexpected new parts of town, where their growing partnership is tested like never before. The film also features the voices of Fortune Feimster, Andy Samberg, David Strathairn, Idris Elba, Patrick Warburton, Quinta Brunson, Danny Trejo, Nate Torrence, Jenny Slate, Alan Tudyk, Bonnie Hunt, Don Lake and Shakira, who returns as Gazelle. From the Oscar®-winning team of Disney Animation chief creative officer Jared Bush and Byron Howard (directors) and Yvett Merino (producer), “Zootopia 2” opens in theaters Nov. 26.

The all-new original song “Zoo” is performed by Shakira, who returns

as the voice of Zootopia's biggest pop star, Gazelle.

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