

# Golf GTI Commercial

I think it's fantastic but there seems to be a definite divide between those that love it and those that don't. The commercial in question is the one where the guy is 'driving' a drum set and in the reflection of a building we see the new GTI.

Like I mentioned, I think it's great. I remember the ad, I remember the car and it's not in a bad light at all. But this is coming from someone who loved the Mini Cabriolet ad (Another love it/hate it ad)

I particularly enjoyed the moment where he sees the girl in her own 'GTI'...beating on her own drum...Fantastic moment.

The argument comes in, what is the commercial trying to say about the car. While I enjoy it I'm not really sure myself.

Is it that when you drive this car you 'beat your own drum'...is it equating the feeling of driving a GTI to playing drums? Is this the right way to market a car that effectively is in a relatively higher market segment. Golfs are no longer affordable for youngsters but the commercial seems to be aiming at that market group...

What are your thoughts? And does anyone know if this is a local ad and if so, who did it? It seems more and more commercials are being brought over from overseas, what does that say about our industry?

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