

DEUTSCHE BAHN SNIFFS OUT VICE FOR NEW PERFUME LAUNCH

IMAGE

22.09.2023, Berlin – VICE Media Group, the leading global media and entertainment group, has teamed up with rail operator Deutsche Bahn Regio on the launch of their new perfume, Ö de PNV, as part of the company's Zukunft Nahverkehr (ZNV) initiative.

Zukunft Nahverkehr (ZNV) aims to raise awareness of and encourage the use of public transportation, especially amongst young people, and has inspired the creation of a new spoof scent, "Ö de PNV". VICE, and the award-winning creative agency powered by VICE, VIRTUE Worldwide, have created the phantasmagorical and absurdly humorous ad to promote the unique "scent".

Fronted by transformative rapper and singer, Tommy Cash, the 60 sec digital spot takes its cue from the perfume's strapline, "mobility is a human ride". Playing up to its spoof status, the spot references traditional perfume ads while also adding a contemporary, surreal and visually dynamic film which sees Cash transform into a train, taking passengers on a psychedelic ride across town. Through visual dexterity, the campaign showcases the positive impacts public transportation has on our lives - better air quality, less microplastics, more living space for example.

The campaign launches today on World Car Free Day.

VIRTUE's Executive Creative Director, Nate Woodhead, said: *"It has been great fun working on this campaign with the team at ZNV. We've built a world that embraces the perfume ad legacy while adding a truly surreal vibe with the addition of the talented Tommy Cash. The creative brief and freedom we were given allowed us to create a truly original and entertaining spot that we know will resonate with young people's humour and their unique cultural references. The future of public transport has never smelt so good!"*

Creative Agency De Drifft came up with the concept of "Ö de PNV" for ZNV with the perfume brought to life by Equality Fragrances and the ad was produced by Film Deluxe. The launch took place at ZNV's inaugural ÖPNV event in Berlin - the largest public transport event to

take place in the capital. Consumers will be able to sample ZNV's Eau de Parfum at the event where 10,000 testers and 500 bottles will be handed out. With those who are offered a tester, having the opportunity to donate to the charity Viva con Agua, which promotes access to clean drinking water, hygiene and sanitation.

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ABOUT VIRTUE

Virtue, the agency powered by VICE, builds brands from inside culture. A full service strategic and creative agency with industry-leading expertise in Millennial and Gen Z audiences, Virtue helps brands find an authentic voice at the epicenter of culture.

With a presence in 17 cities across 13 countries, Virtue is a 'Borderless' agency, putting together bespoke teams of people with diverse skills, backgrounds and perspectives. Virtue works with brands like Coca-Cola, HBO, Logitech, P&G, General Mills, H&M, Volkswagen, McDonald's, eToro, RedBull and Beats.

