



Blink Digital Teams with Crispin Porter + Bogusky

NEW YORK—DVD specialist Blink Digital is currently providing authoring services to Volkswagen and Miami advertising agency Crispin Porter + Bogusky for a series of promotional DVDs aimed at new car buyers. Blink has already completed work on discs for the GTI and Jetta, and is now authoring a third disc for the Volkswagen Rabbit.

The DVDs are part of a multi-faceted marketing campaign for Volkswagen launched earlier this year by CP+B and they are notable for

buttons superimposed over the image.

The novel technique makes watching the DVD a more seamless experience, but it posed a technical challenge for Blink’s authoring team. “It added a lot more variables to the programming,” noted Blink Digital Director of Project Management Michael Veasey. “The buttons appear to be part of the video, but from a programming perspective they only exist as a tool to get you from point A to point B.”

Blink’s team had to work closely with CP+B creatives, who designed the buttons, and editors



their high production value and humor—as well as their sophisticated interactivity.

The GTI DVD includes a documentary segment that picks up on a concept, featured in ads for the car, of a “fast,” the devilish spirit in all of us that revels in driving at high speed. A so-called “cultural anthropologist” named Dr. A. Keller conducts a series of experiments on human subjects trying to put them in touch with their inner “fasts.”

In a technical innovation, the discs’ menu systems are integrated directly into the live action. At various points in his narrative Dr. Keller pauses and addresses viewers, offering them a choice as to what to see next. The options appear in the form of

from the post house RIOT, who edited the live action, to make the menus and video segments fit together harmoniously. “When you are authoring a DVD for a movie, the content is already locked down and signed off on,” Veasey said, “but here we kept making revisions right up to the last minute. Still, it was a lot of fun; we always enjoy working on something different—and something that pushes the envelope.”

Veasey added that, based on his own experience, the DVDs should be an effective selling tool. “By the end of the project, everyone at Blink wanted to buy a GTI,” he said.

The project was produced for Crispin Porter + Bogusky by Jessica Dierauer.