

THE COUNTRY OF CONTRADICTIONS



CHALLENGE

Over the past three years many foreign companies have abruptly left Russia, including global automobile brands once beloved by Russians.

A sense of bewilderment, abandonment and stress has become common among Russian customers.

A huge number of new Chinese car brands filled the emerging gap — and, hoping to establish a strong emotional connection with Russians, they shifted from purely product-led messaging to emotionally driven creative that currently looks somewhat banal and superficial: clichéd videos of a happy family or pompous manifestos that are poorly differentiated and do not reflect the local cultural code.

OUR STRATEGY

LADA decided not to try to present itself to Russians as yet another flawless, mass-market car brand.

Instead, LADA chose to honestly admit how contradictory, stubborn, touching and sincere a local brand can be - just like the country that nurtured it. Rather than create another templated manifesto, we turned to what only a local brand can own: Russia's cultural codes - its idioms, paradoxes and shared emotional language — and transformed them into a confession that reunites the brand with its people.

EXECUTION

A 360 campaign built on contradictions.

- The film — paradox in every scene.
- The copy — filled with idioms only Russians can fully grasp.
- The costumes — authentic, across generations.
- Beyond the film:
 - Events and collaborations with Russian creators
 - Media projects reflecting the paradoxical national character
 - Blogger partnerships and social activations
- The idea lived everywhere — online, offline, in culture itself.

UNPRECEDENTED RESULTS

86 — brand strength contribution (highest in brand history).

37% noted that the ad was very different from other car ads (with the norm in Russia being 19%)

Almost 2 times brand attitude

88% said: "LADA feels like ours — not perfect, but sincere."

