

THE COUNTRY OF CONTRADICTIONS



CULTURAL BACKGROUND

In recent years, the automotive market has experienced a surge of Chinese expansion. Moving away from direct product-focused messaging, most Chinese brands have started building strong emotional connections with Russian consumers, tapping into local cultural codes in an effort to appear native, familiar, and local.

CREATIVE IDEA

For the 55th anniversary of the VAZ-2101, we looked for a true emotional bond with Russians — a bond only a local brand can create, by speaking in the cultural codes which people instantly recognize.

We admitted that we can be contradictory, stubborn, touching, and real — just like the country that raised us.

So we concentrated at honest emotions, a direct conversation. Not through perfection, but through authenticity — because today, connecting through cultural codes matters more than chasing a flawless image.

This gave birth to the campaign: “The Country of Contradictions”

360° STRATEGY / INTEGRATION

The idea was brought to life through a 360° approach, combining classic ATL tools to reach a broad audience with a series of special projects.

- From large-scale events to editorial collaborations with top media.
- From influencer partnerships to social media contests and challenges — the campaign lived everywhere.

RESULTS

Unprecedented results across all LADA communications.

86 — brand strength, the highest ever.

88%: LADA feels familiar and local — not perfect, but genuine.

Nearly 50%: of the audience said: next car is more likely to be LADA

840,5K: Traffic higher than planned

Very high branded recall.

Strong connection. Positive emotions. Engaging scenes.

Attitudes nearly doubled — brand feels closer, more attractive.

Almost 60M people: Total coverage

