

Content marketing

Magnús Magnússon

















BIRTINGAR Á NETINU







Results?

The most viewed automotive commercial on YouTube ever with 70 million views. - 6 million shares on social networks - 10 million impressions on Google.com - No 6 in YouTube's Top Ten Trending 2013 - Thousands of spoofs, adding an extra 50 million of views - Extensive media coverage generating an earned media value of €87m (\$120m). - In the fourth quarter of 2013 (after the campaign period) sales increased 24%.







Gerðu bara gott video!

Volvo Trucks Live Tests

Our live test videos show how various technical features in our trucks are tested in a spectacular and entertaining way. Judge for yourself!



Volvo Trucks - The Epic Split feat. Van Damme (Live Test 6)

by Volvo Trucks a • 11 months ago • 75.854.726 views

Watch Jean-Claude Van Damme carry out his famous split between two reversing trucks. Never done befor...

CC



Volvo Trucks - The Technician (Live Test 5)

by Volvo Trucks ■ * 1 year ago * 1,114,466 views Roland Svensson's head measures 275 mm. The new Volvo FMX has 300 mm of ground clearance. See w...



Volvo Trucks - The Hook (Live Test 4)

by Volvo Trucks 2 * 1 year ago * 3,194,998 views
The president of Volvo Trucks puts his neck on the line
in his own exciting stunt. No trick filming. Just Claes...

CC



Volvo Trucks - The Chase (Live Test 3)

by Volvo Trucks . 1 year ago . 2,419,214 views
Join the run in 360°: http://www.thechase360.com.
A red truck being chased by a herd of bulls through t...



Volvo Trucks - The Hamster Stunt (Live Test 2)

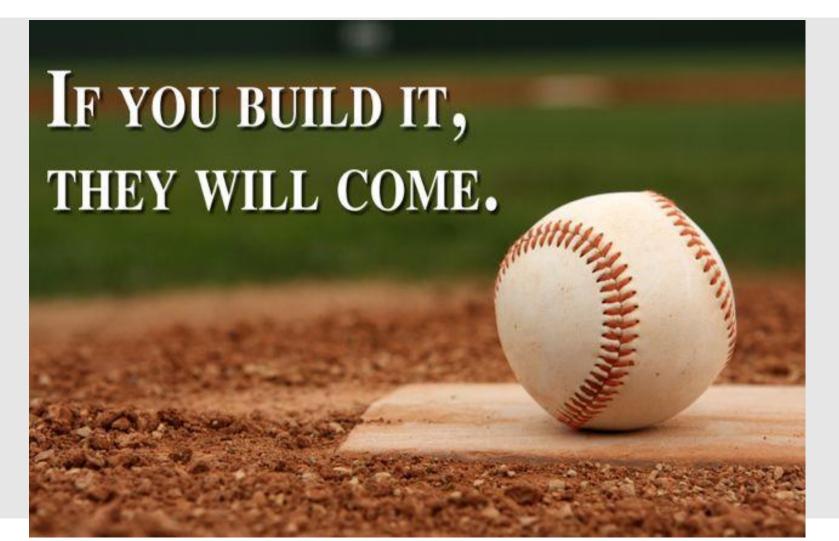
by Volvo Trucks ■ 1 year ago 6,452,368 views
Can a hamster drive a 15-tonne truck? Watch cute little
Charlie steer a brand new Volvo FMX in a rough...



Volvo Trucks - The Ballerina Stunt (Live Test 1)

by Volvo Trucks 2 • 2 years ago • 9,928,175 views Record-holding highliner Faith Dickey battles to cross the line between two speeding trucks. Will she make ...













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Takk fyrir