VOLVO PUTS PEOPLE FIRST WITH HUMAN MADE STORIES IN PARTNERSHIP WITH SKY ATLANTIC

Tuesday 6 September, 2016

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Volvo Car UK has today announced *Human Made Stories*, a series of short films in partnership with Sky Atlantic, to mark its new 90 Series range of cars.

In parallel with Volvo's values of innovation, sustainability, craftsmanship and design,*Human Made Stories* conveys the Volvo philosophy to always put people first by telling the stories of three defiant pioneers: people who inherently do things differently, challenge conventions and create their own path.

Premiering at 23:00 on 8th September exclusively on Sky Atlantic (Sky EPG 108), the series will then be available as on-demand content for 12 months. The films will also be promoted through 24 new idents (a continuation of Volvo's existing sponsorship of Sky Atlantic), as well as on social and digital media.

The series comprises three unique episodes* focusing on different individuals who each align with Volvo's innovations and brand values:

- Oliver Armitage, an innovative engineer whose lifelong pursuit is making human and machine work together seamlessly. Along with his team from Cambridge, Oliver works with amputees to develop smart prostheses that transform their lives. Like Volvo, he lives and breathes human centricity and connectivity.
- Maria Rindstam and Josefin Arrhénborg, Swedish entrepreneurs who salvage boat wrecks from the Stockholm archipelago to reduce the impact on the local nature. Just as Volvo does, with 85% recyclable cars, the progressive pair are focused on preserving the environment for future generations.
- Erik Johansson, a surreal photographer who captures ideas instead of moments, is obsessed with his craft. By bringing an engineering approach to art, he is constantly challenging conventions to achieve the impossible – as is Volvo as it works towards its vision, through the development of autonomous driving and active safety technologies, of zero deaths in new Volvo cars by 2020.

The partnership between Volvo Car UK and Sky Atlantic was brokered by Sky Media, the advertising sales arm of Sky, and Mindshare. The creatives were executed by Grey London.

Announcing the launch, Georgina Williams, Head of Marketing at Volvo Car UK, says: "Everything we do at Volvo centres on people – we want to make life less complicated, safer and more enjoyable. So every innovation is designed to simplify and improve the lives of those who drive a Volvo.

"In *Human Made Stories*, we wanted to profile people who share that ethos. Oliver, Maria, Josefin and Erik are all determined in their mission to push boundaries and make the world a better place. They are each relentless in their pursuit of craft and innovation to drive the world forward – a trait shared by Volvo."

Zai Bennett, Channel Head at Sky Atlantic, concludes: "We are thrilled to be working with our channel sponsor, Volvo, to continue what is a truly great partnership. Volvo's *Human Made Stories* align perfectly with our own values; immersive, cinematic and thought provoking, and so we are excited to be showing these short films exclusively to our viewers both on-air and onDemand."

Further episodes in the *Human Made Series* will be unveiled over the coming year. Explore Volvo's stories, projects and partnerships further with #HumanMade.

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