

MOBILE

Audi strengthens ecofriendly mission via digital brochures

January 24, 2011



By ELIZABETH ZELESNY



German automaker Audi is reducing its environmental impact

and expanding its technological innovation by providing auto show attendees access to digital brochures.

Attendees will have the ability to access digital brochures of Audi's 2011 lineup delivered instantly to their phones. Audi has partnered with Digital Collateral to expand its "going green" initiative.

[**Sign up now**](#)

Luxury Daily

"The partnership with Audi was founded on the realization that- upon attending a major auto show a year ago- brands couldn't afford to hand out 50 page satin-finish catalogs to everyone who paid \$12 to attend the show," said Jaxon Repp, CEO of Digital Collateral,

Denver, CO. "As a result, if you really liked a car at a show, odds were you were going to leave with a cameraphone picture of you standing in front of that car.

"Leveraging the technology that people already have, Digital Collateral helps brands close the gap between the moment of inspiration, and the moment of action," he said.

Digital Collateral is a mobile marketing platform. Brands use Digital Collateral's SMS short codes in television, print, radio, out-of-home, trade show and direct mail campaigns.

About the initiative

The technology platform enables visitors with smartphones to scan two-dimensional quick-response or "QR" bar codes that have been placed next to each Audi model on the show floor.

Once consumers scan a code, that particular model's brochure is added to their mobile device.

The brochure is then added to an online library where consumers can view from their phone or from any computer after the show.

Visitors without smartphones can send text messages, so anyone capable of sending SMS can make use of the ecofriendly platform.

The move to digital distribution is expected to reduce the amount of printed material by up to 90 percent by the end of the season.

Greener steps

Luxury brands are increasingly focusing on environmental awareness and implementing it into their brands and marketing strategies.

French designer Yves Saint Laurent recently announced a line of apparel made from recycled fabric from the brand's archives ([see story](#)).

Most brands in the luxury industry that tend to go green are automakers who produce hybrid cars with fewer carbon dioxide emissions.

Audi has produced an e-tron electric supercar, which is charged instead of fueled.

For luxury brands, cause marketing is a good tactic, as 19 percent of consumers are willing to buy a more expensive brand if it is associated with a cause, according to a Cone Inc. study.

Eighty-three percent of Americans wish that more of the products, retailers and services they use would support causes.

The same study also found that during an economic recession, Americans have an even higher expectation of brands and companies to support charities and causes, with 31 percent saying that this time above any is when brands and companies should be stepping up.

Also, 85 percent of consumers have a more positive image of a product when it supports a

cause that they care about.

Forty-one percent of Americans have bought a product simply because it was associated with a cause or issue in the past year and 53 percent prefer to support a company that allows them to impact the donation by purchasing an item.

Seeing two-dimensional

An increasing number of luxury brands are using 2D bar codes as a way for consumers to engage and take action with their static media such as print ads and billboards.

QR codes are simple to identify, easy to use and represent low level of commitment.

"QR codes are best used to deliver a meaningful extension to the user's mobile experience," Mr. Repp said. "The goal should be to bridge the gap between the moment they see your marketing and the next time they're in a position to act on it.

"Simply redirecting them to your site is likely going to result in them feeling like they just clicked on a banner ad," he said. "As always, content is king — exclusive content, a sneak preview, a VIP opportunity are essential to establish a culture of reward for action."

Final take

Audi's 2011 Goodnight commercial

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.