

ADVERTISING

Audi anticipates Christmas on social media

December 22, 2014



Dashing through the snow

Audi holiday post

By STAFF REPORTS

Automaker Audi UK is celebrating the holidays by counting down the days before Christmas with images of different vehicles from the brand.

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Starting on Dec. 18, the automaker used its A-model vehicles to countdown the days left until Christmas on its social media sites. The branded countdown gets consumers excited and promotes the brand's social media pages this season.

A-level countdown

On Audi UK's Facebook and Twitter pages, the brand has not only been counting down, but posting other holiday-themed posts throughout December.

In between the countdown to Christmas, there are videos, posts about the Winter Solstice and links to the Audi UK Spotify playlist for Christmas.



Facebook post

All of the posts aim to get consumers in the mood for the holiday while thinking about Audi.

Other automakers have brought forth branded holiday marketing strategies.

For instance, Toyota Corp.'s Lexus created a way to connect with consumers this holiday season through branded graphics interchange formats, or GIFs.

With the application PopKey, consumers can send and share GIFs with one another, and Lexus created several GIFs to appear on the keyboard that showcase vehicles with bows or in the snow. By presenting consumers with shareable, fun items, Lexus is likely creating a connection with the younger generations of consumers and encouraging potential social media posts among these consumers ([see story](#)).

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