

MOBILE

Audi attracts feminine consumers with geotargeted banner ad

January 30, 2015



Audi's autonomous Audi A7

By KAYSORIN

German automaker Audi's new mobile advertisement on The Cut features a glittery, pink aesthetic that is unusual for the brand.



While most automakers prefer to use less flamboyant colors and more sleek designs in their advertising, Audi is taking a different route with this banner ad on New York magazine's fashion and style Web site. The automaker is likely targeting a different audience that might not ordinarily be interested in the brand, and by taking this approach they likely hope to attract the attention of new consumers.

"Initially the campaign is presented as a typical banner, but you quickly notice the interactive visual cue in the top right corner, inviting users to interact with the app," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

"My guess is that the banner was modeled after a desktop ad. Judging by the cramped images, and illegible content particularly the disjointed 'click here' placed under the image of the car, Audi clearly didn't approach with campaign with a mobile-first strategy.

"It's great to see Audi moving in the direction of interactive advertising, but the convoluted

content really discourages users from interacting with the ad with a clear intent."

Ms. Adhami is not affiliated with Audi, but agreed to comment as an industry expert.

Audi was unable to respond directly by press deadline.

Pretty in pink

The ad appears as a banner at the top of The Cut's mobile page. This is an ideal placement for it because the banner will easily be seen by anyone who is looking to browse or happens to pause on the site for a moment.

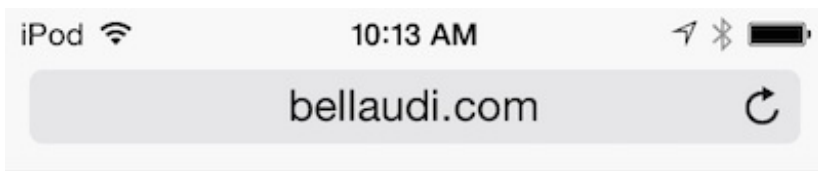


Audi's new pink, glittery advertisement

The bright coloring will also help the ad attract attention. The words "rev up" are displayed in large, pink capital letters in the center of the banner, urging viewers to consider what is being shown to them.

To left there is a picture of a silver Audi, encouraging users to "click here" and browse the rest of the cars available. Clicking on the ad brings the viewer to the Web site of the Bell Audi dealership in Edison, NJ.

It appears that this ad is promoting the single location as opposed to Audi dealerships nationwide. If the ad is successful in enticing new consumers, perhaps this is a strategy that will be adopted on a larger scale.



Bell Audi



New Audi Inventory in Edison, NJ

Click on a new Audi model below for more details and information from Bell Audi in Edison, NJ

[read more](#)

84 vehicles

Sort by

Refine

Page 1

A car advertisement card. On the left is a small image of a dark-colored Audi A4 sedan. To the right of the image, the text reads '2015 Audi A4 2.0T Premium (Tiptronic) Sedan' in white on a black background, followed by a red arrow pointing right. Below this, 'MSRP: \$39,025' is displayed in white.

The ad directs to the Bell Audi dealership page

Pink and glitter have long been associated with the female gender, but targeting women is not necessarily the intention of the ad. While women are often neglected in automobile marketing, this ad's color scheme and sparkles will appeal to anyone with a fun and fabulous sense of style.

By refraining from overtly mentioning any deliberate desire to market to women, the dealership is leaving the ad open to interpretation, as well as potentially reaching individuals of any gender identity who happen to be drawn to this particular aesthetic. Nevertheless, it is undeniable that some women will enjoy an advertisement that is less focused on overt masculinity.

"The placement of this ad in NYmag.com tells us that the campaign is likely targeting the

same mobile followers of the site, perhaps with an emphasis on targeting women readers," Ms. Adhami said.

Banner success

Mobile banner ads have been successfully used by other automobile companies on a number of different occasions.

For instance, Jaguar Land Rover called for affluent, informed consumers to schedule a test-drive in the 2014 F-type model with a banner advertisement on the CBS News mobile application in 2013.

The landing page provided users with important specifics about the car, proposed a future test drive and goaded interested fans to download the F-type tablet app for a more in-depth experience.

Offering multiple options on the landing page may increase the percentage of users who actually pursue information or brand-related experiences beyond the banner, but it may also strike users as too much in too little space ([see story](#)).

Another example of a banner ad that showed a bit less information was Toyota Corp.'s Lexus. The brand drew eyes to its new model through mobile banner advertisements on The New York Times mobile site in 2012.

Likely in an attempt to engage with the New York Times' affluent smartphone and tablet audience, Lexus chose a banner ad on the homepage of the news publication's site. Lexus' placement on the site follows on banner ads that the automaker has placed on other mobile sites ([see story](#)).

Mobile advertising can be a highly effective tool when it is used correctly.

"A brand is ready to dabble in mobile advertising only when it already has a robust end-to-end offering in the mobile space," Ms. Adhami said. "Mobile advertising is intended to drive traffic to a mobile portal, be it a mobile optimized site or app, where a clear call to action provides an opportunity for users and brands to engage with one another."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/8TLRf9wGN84>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.