

ADVERTISING

## Audi integrates in-car technology throughout ad campaign

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*Audi A6*

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By NANCY BUCKLEY

Audi of America is rolling out a new advertising campaign for its 2016 Audi A6 that focuses heavily on technology.

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**Luxury Daily**

The integrated advertising campaign will hold inspiration from the brand's new tagline for 2015, "Challenge All Givens." Audi will likely rival competitors' marketing agendas with a video that alludes to a famous movie, commercials airing in primetime slots and digital event sponsorships.

"Consumer preferences are changing, and luxury and technology are no longer considered mutually exclusive – the forthcoming Apple Watch is another great example of this paradigm shift," said Michael Miraflor, vice president of strategy at [Zenith Media](#), New York. "The automobile industry is not immune to these expectations, and smart brands like Audi are making a concerted effort to communicate how they can fit into their consumers' digital lives."

Mr. Miraflor is not affiliated to Audi, but agreed to comment as an industry expert.

[Audi](#) was unable to comment by press deadline.

## Spinning technology

Challenge All Givens celebrates Audi's defiance of convention. The 2016 A6 campaign has two new television commercials that aim to draw attention to technology used by Audi.

The first commercial is titled "Drones" and takes inspiration from Alfred Hitchcock's film "The Birds." Audi demonstrates how advanced technology is not intimidating and challenges the idea that technology has gotten out of control.



### *Audi A6*

"Teenager" is the second commercial that will run regionally. It tells a short story of a teenaged girl and her father. Her father uses the A6 Facebook access as a bargaining tool when his daughter wants to drive. The film ends with "advanced technology doesn't have to be complicated."

This commercial showcases the vehicle's Infotainment Platform that connects the car to 4G LTE on AT&T's network and on an integrated WiFi hotspot that can hold up to eight devices. The Infotainment system can support online traffic information, Apple Siri Eyes Free integration, Internet radio streaming, read-aloud news updates, Facebook and Twitter alerts and personalized news.

Both commercials will air on cable sports, prime and network prime slots and "Drones" will air nationally.

Digital advertisements will integrate the commercials on publications such as The Onion, The New York Times, Forbes, ESPN and Wired. Printed ads will be in April issues of select publications.

At the end of March Audi will see its first digitally based partnership with several airports as it offers complimentary WiFi. Also, the brand will sponsor the Washington Post's digital converge of the White House Correspondent's Dinner in April and will takeover the homepage of The Onion on April Fool's Day.

"The modern luxury consumer is always-on, and always connected," Mr. Miraflor said. "There's an expectation of ubiquitous connectivity, even (and especially) when traveling. Paying for Wi-Fi at airports is a definite pain point, so for Audi to underwrite that necessity communicates that they "get it," and can address the needs and demands of a digital

lifestyle. The hope is that this value exchange moves the consideration needle positively towards Audi for consumers who consider tech integration as part and parcel to the luxury performance vehicle experience."

#### Auto releases

Audi's release coincides with the first day of the Geneva International Motor Show which has seen a heavy focus on sports cars.

Porsche, McLaren and Aston Martin all plan on focusing attention toward their race cars as opposed to broader consumer vehicles. The emphasis upon sports cars will likely help the automakers reach the truly interested consumers – those willing to buy automobiles that are illegal on road ([see story](#)).

Outside of auto shows, other brands are taking the omnichannel approach to reaching consumers.

Toyota Corp.'s Lexus is engaging consumers in an omnichannel campaign that encompasses several media outlets to reach a wide range of consumers.

The Lexus NX crossover, available as a hybrid or turbo model, aimed at the younger, active and urban consumer. With television commercials, targeted auto-play social advertisements and print ads, Lexus is likely to seize the attention of the intended consumer ([see story](#)).

Technology allows brands to stay up-to-date with consumers and aims toward younger generations.

"The alignment with technology will re-insert Audi into the conversation regarding the future of luxury performance vehicles... a market that is being redefined from the top down by the Tesla Model S and the BMW i8; there is as much attention paid to tech enhancements and integration as vehicle performance, craftsmanship, and brand heritage," Mr. Miraflor said.

#### Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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