

ADVERTISING

Audi joins Major League Soccer for upcoming seasons

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Audi sponsors MLS

By NANCY BUCKLEY

German automaker Audi is highlighting its challenger spirit with a multi-year partnership with Major League Soccer that will make the brand's presence visible in regular season and playoff matches.

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Luxury Daily

The season kicked-off March 6 with a game between LA Galaxy and Chicago Fire, and Audi aired its soccer-themed commercial during the game. Since millennials are the largest fan base for the league, Audi will likely connect with the young die-hard fans throughout the season.

"The partnership provides a national and direct engagement platform for Audi consumers and fans that is linked to the brand's challenger spirit," said Andrew Lipman, general manager, communications for [Audi of America](#). "The MLS partnership expands Audi's commitment to the growth of soccer in North America and provides a way to connect with Audi consumers in a unique way while also directly connecting with soccer fans."

Multiple goals

MLS' 20th season will see new beginnings across the league. With the addition of two

teams, New York City Football Club and Orlando City Soccer Club, as well as new media partners, Audi will not be the only rookie this year.

Audi will be able to use MLS intellectual property to establish the connection with fans; this includes field level billboards at MLS games.

MLS' new media partners will give the games nationally televised games on ESPN, FOX and Univision. These broadcasts will also include Audi's new commercial, "The Game."

Embedded Video: https://www.youtube.com/embed/0x9wUSm8z_4

"The Game"

In the video, Audi showcases its passion and commitment for soccer. The commercial starts with "hail the game" and shows a kick-off and the quick footwork of players. The video then says "respect the game" and then "curse the game" with images of angry players.

"Suffer the game" shows upset players and then "praise the game" honors the celebrations that occur, with "conquer the game" showing winning teams. "Champion the game" finishes the video.

"The commercial will be updated throughout the entire season with key moments that transpire and with real fan footage captured in stadiums around the country, MLS and Audi and fans will be provided with engaging and exciting moments of soccer all season long," Mr. Lippman said.

Audi's local dealerships have existing partnerships with the Seattle Sounders Football Club and Portland Timbers Football Club. Globally, Audi has sponsorships with Real Madrid and Football Club Bayern Munich.

"A competitive soccer player can relate to Audi's bold and challenger spirit," Mr. Lippman said. "Bravery and risk taking is a part of both Audi and a soccer player's DNA. Game in and game out soccer players are competing at a high level, pushing themselves to be the best."

Soccer dreams

Audi's dedication to soccer was revealed to fans in the United States through a campaign during the FIFA World Cup in 2014.

The automaker broadcasted the scores of the FIFA World Cup on a 40-foot shipping container display in the Greenpoint neighborhood of New York's Brooklyn borough.

As World Cup fans in New York went about their days and celebrated or mourned their team's performance, the scoreboard may have provided an extra boost of excitement. Although almost every bar and restaurant in New York had some sort of World Cup promotion, Audi managed to insert itself into the tournament's narrative by executing a simple yet hugely visible display ([see story](#)).

New York fans in particular will likely enjoy the start of this partnership as their home team

also starts off this year. Other luxury brands have tagged on the city's team.

For example, United Arab Emirates airline Etihad Airways has partnered with Major League Soccer franchise, New York City Football Club for its upcoming season.

The partnership was kicked off with a cocktail party celebrating both the airline and the soccer team. The collaboration will likely align both Etihad Airways and New York City Football Club with the standards and goals of one another ([see story](#)).

Brands that are tagging on to the sport in the U.S. are likely hoping the buzz of the World Cup wears off on fans for upcoming years.

We are excited to welcome Audi to the MLS family,” said Gary Stevenson, president and managing director of [MLS Business Ventures](#).

“Audi is an elite brand that is committed to helping the sport of soccer grow in North America, and we look forward to partnering with them for many years to come,” he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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