

MULTICHANNEL

Audi promotes accessory options with social videos

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Audi carseat option

By NANCY BUCKLEY

German automaker Audi is highlighting in-car accessories through social videos to focus on vehicle customization options for consumers.

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The digital outlet will help consumers looking to curate a car around their needs who were unsure how to proceed. Car configurators can offer consumers a glance at customization options, but seeing a short video and hearing the options can be a quicker, more straightforward option for many.

"The challenge in being a premium brand is the vast array of personalization that is available with our vehicles," said Adam Evans, accessories product manager at Audi UK. "Often a customer will be taken through an array of options to customize their vehicle, however Audi Genuine Accessories are not always part of that journey."

"However, when customers do purchase our Accessories, they are very happy and go on to recommend and repurchase further," he said.

All your options

Three videos were crafted to show the Comfort Package, Child Seat and Boot Liner

options of Audi's vehicles.

"Audi Genuine Accessories – Comfort Package" is for business users with a coat hanger, boot box and boot tidy options. Also, several interior storage bags are available for the back seat.

Embedded Video: <https://www.youtube.com/embed/APpSN-e4lvq?rel=0>

Audi's Comfort Package

These options help consumers pack effectively and make the most of the space available within their Audi.

The video focusing on the child seat and accessories centers on the materials, the styles and the options available for children of all ages.

Embedded Video: <https://www.youtube.com/embed/52DQ2ozWIM8>

Audi's car seat options

All seats have removal covers made from child-safe materials. Baby seats, toddler seats and child seats accommodate children up to 12 years old.

Also mirrors are available so the driver can watch her child in the backseat. The focus on child seats indicates to the consumer that this is aimed toward as an older millennial or Generation X, individuals likely to be engaged with social media and YouTube.

Embedded Video: <https://www.youtube.com/embed/rVdAO0J60Wo>

Audi's Boot Liner

The final video focuses specifically on the boot liner option for those looking to keep their Audi clean. The liner covers the trunk's floor so that any item placed within the trunk will be save from damaging the car's interiors.

Narrowing the perspective

Specific videos focusing on options for consumers allow automakers to inform about customization in a simple manner.

For instance, German automaker Mercedes-Benz placed a spin upon social videos with the release of eight films from the financial services sector of its brand.

These short videos feature purely informational tidbits about owning a Mercedes and the protection and services that consumers receive as an owner. The release of the films provides a reminder to owners of the information they receive when first purchasing a Mercedes and also delivers a directed purpose, a concept often missed in whimsical social videos ([see story](#)).

Also, British automaker Jaguar continued to promote an energetic lifestyle by highlighting the many accessories of the recently released Jaguar XF that can help consumers stay active.

Jaguar released a social video that showed consumers taking advantage of the XF's features in their daily lives. The automaker has emphasized the importance of athletics with its previous advertising and its choice of brand ambassadors, so this campaign aligns well with that message ([see story](#)).

Specific topics allows certain consumer groups to be targeted.

"This is, in my opinion, a fairly clever attempt by Audi to create secondary stream of "mini commercials" they can use to their marketing advantage" said Ryan Clark founder of [Luxury Branded](#), Victoria, BC.

"These videos allow Audi to target a very specific subset of potential customers showcasing unique features that can be targeted at not only potential customers, but up-sell products that existing Audi owners can get for their vehicle," he said.

"Take their bespoke baby seat for example. This product alone opens up their marketing channels to the parenting niche which as we all know is a lucrative industry to be involved in.

"As well when you're a brand as large as Audi, you will more than likely be able to achieve a large amount of free PR just because of their brand clout. There are thousands of news site, blogs and forums within the parenting world so the potential for marketing reach is easily in the millions within their key global markets."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/nJ513zeibPI>

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