

MOBILE

Audi keeps football fans informed with new mobile application

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Audi regularly sponsors football events

By KAYSORIN

German automaker Audi is giving football fans the ultimate mobile experience with its new Audi Football application for Android and iOS.

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Luxury Daily

The Audi Football App will be released on Aug. 3 and provide users with the opportunity to access a variety of digital services to improve their viewing experience when watching football matches. Creating a fun and informative mobile app will allow Audi to connect with consumers on a regular basis and integrate the brand into their everyday lives.

"Mobile apps are a powerful way for brands to build deeper relationships with their customers," said Gay Gabriliska, chief operating officer at [Gravit8 Marketing](#), Seattle. "The reason consumers turn to apps is to ease their daily grind of trying to find content that is relevant to them.

"Audi needs to have a laser focus on the reason it created the app and how the app will complement the offline experience and connect them with new and existing customers. The key to ensuring the app doesn't get abandoned is to provide clear value to the user and an incentive to keep coming back."

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

Audi was unable to comment directly.

Football fever

Audi is scheduled to release the new mobile app before its annual two-day football tournament. The Audi Cup 2015 will take place in Munich from Aug. 4-5 and feature four international football teams that will compete for the championship.

Releasing the app just before this major event will likely help the brand garner more attention. Football fans who are eagerly anticipating the Audi Cup 2015 will be happy to have access to more information before the event begins.

The Audi Football App will include a number of helpful features for fans such as match schedules and team information. It will have a fan zone with contests and voting that will allow users to connect with each other.

Additionally, the app will include a live streaming feature that will allow users to watch live matches from different perspectives. Offering users a variety of features will help make the app appealing to a wide consumer base.

Audi has also set up the app so that it will be compatible with multiple languages. A digital overlay feature will offer a visual overlay of LED news in English, Chinese and Arabic.

In addition to the mobile app, Audi will also be sharing updates about the Audi Cup 2015 and other football matches on its Web site and Twitter. Offering comprehensive coverage of the sport will likely help Audi appeal to a wide range of consumers.

Can I kick it?

Audi has previously introduced other initiatives that align with its commitment to football.

For example, the German automaker worked to boost engagement on its United Kingdom Facebook page with a contest in partnership with Chelsea Football Club.

Each day for four days, Audi tested consumers' knowledge of the Chelsea team, asking them to guess the name of a player based on trivia in the comments section of dedicated posts to enter to win tickets to a game. Providing incentive for social media interaction can spur consumers to comment for the first time, potentially leading to future engagements ([see story](#)).

Audi has also worked to spread its involvement in football to the United States, where the sport is somewhat less popular than other locations. Earlier this year, Audi highlighted 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.

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 ([see story](#)).

Audi's new app will further enhance the brand's connection with consumers.

"Audi's brand messages revolve around the values of sportiness, progressiveness and sophistication," Ms. Gabrilka "The brand is very visible across all the sponsorships they participate in from soccer and World Cup Skiing to golf and auto racing.

"Extending their mobile strategy to include specific sports like soccer gives consumers the ability to engage with Audi on a level that is more personal and relevant to their interests."

Final Take

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