

AUTOMOTIVE

Audi takes artful approach to sponsored video

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Jordan Chiles stars in Audi's first #Untaggable film

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German automaker Audi's new video campaign is presented as an online art gallery to celebrate the things in life that are impossible to define.

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LVMH-owned editorial site Nowness exclusively shares quality video, focusing on art and culture, with a small portion dedicated to sponsorship that fits in seamlessly with its overall content. Audi's current #Untaggable campaign on the media portal highlights various individuals in their own respective fields in the arts.

"Audi is not alone in its effort to emotionally connect with people," said Michael Becker, managing partner at **mCordis**. "Starbucks and others are seeing the power of "speaking human" as well.

"Meaningful storytelling is imperative in the connected era when our reach has traversed from the masses to the segment to the personal to the individual," he said. "Once a marketer has the ability to reach and speak to the individual there is an imperative to "speak human", to establish an emotional connection to forge a lasting relationship.

"Buy more for less is not going to cut it. Overtime people simply drown out commercial messages and look for messages that provide them meaning, inspiration and speak to them on a human level. Companies that can speak to us at this level we'll learn to trust."

Art and online

Audi's video series on Nowness allows the marketing to take a back seat, but instead focuses on the artfulness of the project and its goal to value things that cannot be described. The #Untaggable series made its debut with U.S. gymnast Jordan Chiles completing an Amnar vault in the video titled "What is #Perfection?"



Audi's #Untaggable campaign

Directed by documentary filmmaker Chelsea McMullan, the piece slows down the footage so that viewers can really appreciate the power, skill and art that is required for the sport. Intense music builds along with slow breaths from Ms. Chiles that can also be heard.

As she progresses through the jump, footage from the gymnast's life is quickly cut together, ranging from home videos as a child, recent clips of her training and television broadcasts. A recording of Ms. Chiles is played, discussing what it is like to complete these jumps.

A series of hashtags is shown at the end in an attempt to describe the feeling, but every tag includes a question mark to emphasize that it is indefinable. For instance, the hashtags #Ambition?, #Compromise?, #Talent?, #Luck?, #Determination? and #Memory? appear at the end of the video, but are then followed by #Untaggable without a question mark.

The series of videos after "What is #Perfection?" such as "How does #Music move us?," and "#Fashion is in the eye of the beholder," follow a similar format. Other videos feature a wide range of different industries in the arts, such as an U.S. designer and dancers.



Dancers featured along with new track from Warp producer Mark Pritchard

Audi's marketing presence only appears at the end of the videos, showcasing its Q2 vehicle along with the hashtag #Untaggable.

Audi and video

The German automaker is known for highlighting its campaign messaging through the use of videos.

Recently, Audi took Emmy viewers on an adventure with an enticing trip to the desert as part of its sponsorship for the awards ceremony.

During its sixth consecutive sponsorship of the Emmy Awards, Audi teamed up with home-sharing site Airbnb for an advertisement it hopes will attract thrill seekers to want to drive its R8 Coupe vehicle through the desert. The television spot detailed Audi and Airbnb's partnership that allows adventurers to book an exclusive and coveted rental in the middle of Death Valley, CA, while also getting to drive the R8 Coupe on desert terrain ([see more](#)).

Also, Audi changed the perception of its vehicle line with an extreme advertising campaign in August.

The Everyday Extremes advertisements aimed to dispel the notion that the Audi line is exclusively for special

occasions or difficult terrain by showing it in everyday environments. Changing the perception of a vehicle can help generate appeal among a larger audience ([see more](#)).

"There is nothing particularly "unique" about this video series, but it is special nonetheless," Mr. Becker said. "It is worth watching.

"It is inspiring, emotional, speaks to the heart. It helps us see through the rhetoric of the commercial marketing and to see and feel what the brand wants standards for life, connection, and hard work leads to fulfillment and success," he said.

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