

AUTOMOTIVE

Audi drives into the holidays, focusing on video

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Season of Audi video

By BRIELLE JAEKEL

German automaker Audi is visualizing the arrival of the winter and holiday season, exciting fans ahead of its annual sales event with an aesthetically pleasing video campaign.

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A series of ad campaigns are being released by the brand in a manner that visualizes metaphors and shows off its vehicles' capabilities and announces the arrival of its Season of Audi Sales Event. A few of the videos feature Audi vehicles literally bringing in the holidays and the winter season, while others brought its metaphors to life, such as one showing the skull of an elephant morphing into the frame of the automobile.

"The Audi holiday campaign videos are visually appealing, tell a nice story about the brand and product, share the car experience within context of people's lives and in some cases promote a clear call to action," said Michael Becker, managing partner at mCordis. "In other words, the Audi holidays videos tell a nice story.

"This type of story telling is not that unique, but it does not necessarily need to be," he said. "As many say, content is king and they've done a nice job from what I can see. But the king alone can no longer rule."

Bringing in the holidays

Audi is preparing for the holiday season and its major sales event by leveraging video. The brand is launching a series of its holiday and sales event ads, all emphasizing the power of visuals, hoping to hype up the event.

Two of the automaker's videos show its vehicles literally pulling in the holiday and winter season. For instance, one depicts a young girl waiting on a dock by a lake in winter clothing and ice skates, but it is not yet frozen or cold.

A fisherman stares at her inquisitively, while others with skates and hockey gear appear and drop their pucks in preparation for winter's arrival. In the distance, four Audi vehicles drive toward, bringing winter behind them and eventually reaching the lake, freezing it and covering the woods with snow.



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The visual is a metaphor for the arrival of the Audi Sales Events. Another video showcases the vehicles bringing in the holiday season in the same manner.

As a family waits patiently outside, the Audis drive by covering the town in holiday decorations and surprising their mother inside who's outfit transforms into a holiday sweater and a plant into a Christmas tree.



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Another video compares Audi A8's frame to the skull of an elephant, as it is lightweight but strong. The video sees a skull morph into the skeleton of the vehicle's body but also features an elephant as the A8 waiting at the stoplight and revving its "engine."

Audi visuals

The automaker is known for its use of its visual representation. For instance, Audi's other recent campaign was presented as an online art gallery to celebrate the things in life that are impossible to define.

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 #Untaggable campaign on the media portal highlighted various individuals in their own respective fields in the arts ([see more](#)).

Audi also recently 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](#)).

"The king must be partnered with queen, which is distribution," Mr. Becker said. "In the end, however, the partnership between king and queen must produce offspring, which is conversation.

"It is only when people can have a conversation about about brand, its message and the value the brand brings to people's lives that a marketing campaign and transcend and cut through the noise," he said. "The videos highlight the all terrain performance, comfort, fashion and self-actualization that some may feel when owning and driving an Audi.

"They speak the craftsmanship of the brand and product."