

AUTOMOTIVE

Audi changes the game by challenging gender roles

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Audi's Change the Game video

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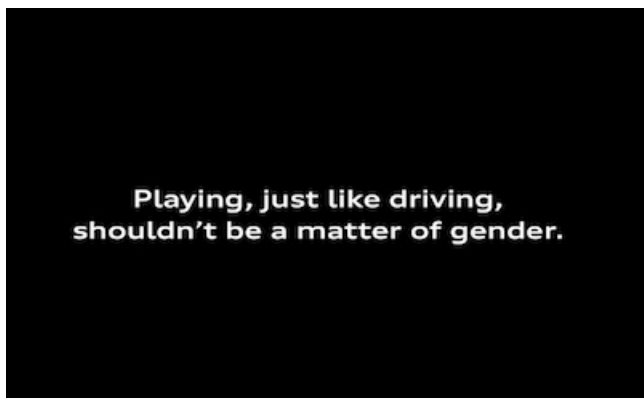
German automaker Audi is eradicating stereotypical gender roles with a video that encourages individuals and children to play with or drive whatever they want, no matter their sex.

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While Audi's video is cute and entertaining, it also shares a deeper message with consumers to challenge outdated thinking. "Let's Change the Game" shows the story of a young doll in a toy store getting fed up with her troublesome carriage, as she trades it in for an Audi.

Challenging stereotypes

As gender roles are becoming a hot button issues in society, Audi is taking a strong stance to encourage parents to let their children play with the toys they want no matter their gender. The same concept goes for driving their vehicles, as the automaker makes the point that Audis are not just for boys to drive.



Audi's Change the Game video

The animated short begins with dolls coming to life after toy store closes, focusing on one in particular. The main protagonist is having trouble with her mode of transportation a traditional princess carriage.

She then notices a collection of toy cars across the aisle and excitedly decides to pick out her new vehicle. It is here the doll finds an Audi model and happily begins to drive it around the store.

Change the Game

However, when it comes time for the store to open again, the doll does not make it back to her spot in time. She is then stuck, frozen in the middle of the aisle.

A young boy comes to the store with his mother and sees the doll in the toy Audi. Excitedly, he exclaims that he wants the combination toy, but his mother explains that the two do not belong together.

The mother puts the doll back and allows the boy to take home only the Audi.

Text reading, "Playing, just like driving, shouldn't be a matter of gender," appears as the clip fades to black. A narrator then says, "What if we change the game this Christmas," and viewers then see the boy happily grabbed the doll that he wants.



Still from Change the Game

Interesting video

Audi's other recent video 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 highlights various individuals in their own respective fields in the arts ([see more](#)).

The German automaker cast the ideal advocate for pilotless driving in a recent promotional film.

The automotive industry is neck-in-neck is developing functional, real-world autonomous driving, whether consumers are ready for the advances in technology or not. In Audi's "The Comeback," the automaker showed how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality ([see more](#)).

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