

AUTOMOTIVE

## Audi drives forward on gender equality for Super Bowl ad

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*Image courtesy of Audi*

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German automaker Audi is packing a powerful punch for its Super Bowl advertisement by bringing up a hot-button political topic, and leaning on interactive tools such as Snapchat for greater impact.

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Playing on the automotive sector and using childhood as a theme, Audi's spot "Daughters" puts the focus on equality in the workplace during a tumultuous political time. The spot will air during the third quarter of Sunday's Super Bowl LI, but will also be paired with a Snapchat filter to further drive the conversation.

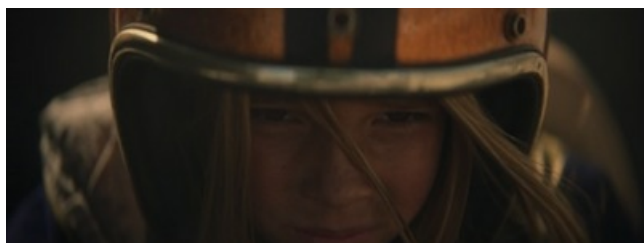
"With Daughter,' Audi continues to push the envelope with compelling storytelling on a national platform. Pay equality is a big message for a big stage," said Loren Angelo, vice president of marketing at Audi of America.

### Driving equality

Audi is hoping to infuse the concept of female equality with its brand and is inserting the Audi S5 Sportback Prestige into its social justice ad. Centered around a children's soapbox race with narration from inside the mind of a father, the spot hopes to make a spark.

The video opens with shots of young kids preparing at the starting line in their soapbox cars for their upcoming race as the camera pans the racers.

After focusing on a young girl, the ad cuts to a proud father clapping on the sidelines. What is believed to be his narration says, "What do I tell my daughter?"



### *Audi's Super Bowl ad*

As footage of the children racing is shown, the narration continues on in which the father expresses his concerns on how to explain that, "her grandfather is worth more than her grandmother," and "her dad is worth more than her mom."

The little girl races down the track and passes quite a few drivers while going through some obstacles. She drives through water and manages to avoid a crash.

"Do I tell her that despite her education, her drive, her skills, her intelligence, she will automatically be valued as less than every man she ever meets?" the narration continues on. The young girl is getting closer to the finish line, passing other competitors along the way until she finally wins in a very close finish.



### *Audi's Super Bowl ad*

While the pair is celebrating the win, they walk up to an Audi S5 Sportback Prestige, and the father's voice over finishes by saying, "Or maybe, I'll be able to tell her something different." Audi ends its spot with a graphic reading, "Progress is for everyone."

Audi is hoping consumers will get in on the conversation with the hashtag #DriveProgress.

The Volkswagen-owned automaker backs up the campaign with a series of charity work involving equal pay in the workforce such as a sponsorship of AFI FEST and the creation of the Audi Fellowship scholarship program.

Daughters was directed by award-winning filmmaker Aoife McArdle.

### *Audi's full video*

#### Audi and gender

The Super Bowl commercial is not the first time Audi has delved into gender equality and gender roles.

For instance, the automaker eradicated stereotypical gender roles with a holiday video that encourages individuals and children to play with or drive whatever they want, no matter their sex.

While Audi's video is cute and entertaining, it also shared 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 ([see more](#)).

Audi also recently translated a few fans' social media posts into a more lasting medium.

For its second edition of #FanInspiredArt, Audi commissioned car designer and fine artist Camilo Pardo to take five images photographed by its followers and turn them into custom art. While many brands spotlight user-generated content on social networks, Audi's effort ensures that these signs of affection leave a more lasting impression ([see more](#)).

"As a business built on bold innovation from LED lighting to Audi quattro progress is at the heart of what we do," Ms. Angelo said. "We're a brand that's ahead of the curve and looking towards the future, just like our next generation of buyers."