

AUTOMOTIVE

Audi likens latest model to raging bull in new ad

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Audi's latest spot, "Monster"

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Germany's Audi is taming a beast in its most recent display of automotive power.

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Audi's latest ad campaign, "Monster," hopes to convey the power behind its S5 Coupe by comparing it to taming a powerful bull. Audi S5 features a 354-hp engine, which the automaker hopes to show off in its new campaign.

Marketing a monster

Monster begins with a red Audi S5 driving up to a barn at night, with its headlights illuminating the road. In the shadows, a chained bull paces around the barn, as he can see the Audi through slits in the door.

Both the bull and the Audi driver race towards each other, with a thin wooden door to the barn separating them. Once the two are almost face-to-face, the bull stops and stares at the bright red Audi, mesmerized.

The video cuts to another day at a rodeo. The announcer can be heard saying, "Get on your feet for the nastiest most terrifying bull in the state of Texas."



Audi's Monster ad

Footage of the bull from the barn shows him angrily awaiting his release. At this time the driver of the red Audi S5 pulls up in the car, where the bull can see.

The driver gets out and takes his place in the ring as the bull is released. Face-to-face again, the Audi driver simply holds out his hand and the bull bows down.



Audi Monster ad

The power of the Audi S5 tamed the bull. Audi ends the video with text reading, "Progress is never backing down."

Audi advertising

Monster comes on the heels of Audi's controversial Super Bowl ad promoting gender equality. The automaker Audi packed a powerful punch for its Super Bowl advertisement that brought up a hot-button political topic, and leaned on interactive tools such as Snapchat for greater impact.

Playing on the automotive sector and using childhood as a theme, Audi's spot "Daughters" put the focus on equality in the workplace during a tumultuous political time. The spot aired during the third quarter of Sunday's Super Bowl LI, but was also paired with a Snapchat filter to further drive the conversation ([see more](#)).

Audi also teamed up with Indian self-drive car rental company Zoomcar to rethink urban mobility.

Consumers will now be able to book an Audi Q3 through Zoomcar's mobile application and Web site, which offers hourly, daily, weekly and monthly reservations. As consumers increasingly turn to alternatives to car ownership, automakers are finding new ways to remain part of consumers' lives ([see more](#)).