

AUTOMOTIVE

## Audi's latest campaign chooses danger over blending in

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*Audi's redesigned Q5*

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German automaker Audi is manifesting a one-of-a-kind persona with its latest spot that is more action film than advertisement.

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To show off the newly reimagined Q5, Audi has released a film that shows values not blending in over a safety net. The video follows a man who is being encouraged to go into a witness protection program after testifying in a dangerous case.

"The story 'The Decision' highlights the powerful performance and stand-out design of the all-new Audi Q5, available this spring," said Kenneth Bracht, director of brand marketing at Audi of America.

### Driving marketing experiences

Audi's "The Decision" shows a man choosing his Audi Q5 over becoming invisible and having to drive an inconspicuous SUV that could possibly save his life.

Mr. Stevens is shown sitting at a desk in what is presumed to be an FBI office talking to officers. As one woman begins to thank him for his testimony, he begins to have flashbacks of the events that have taken place leading up to this moment.

As police listen in on a deal, Mr. Stevens is present for some sort of illegal deal, which is eventually broken up and all parties arrested thanks to his help. While, everyone is being handcuffed and taken in, one man looks directly at Mr. Stevens, as if to say, "I know you did this."



#### *Audi's video*

In the present, the woman begins to emphasize the danger he is in now and that he needs to enter the witness protection program.

She begins handing him new documents and a passport that contain his new identity. As he is handed his new name, house and bank account, everything seems fine.

#### *Audi's video*

Until he handed a document with an SUV described as "perfectly inconspicuous," and it is explained that he must become invisible.

The video cuts to Mr. Stevens driving his Audi Q5 on an open road and then back again to the conversation with the FBI. He says to officers, "I'll take my chances."



#### *Audi's video*

Text appears on the screen reading, "The all-new, more powerful Audi Q5 is here. Progress is never blending in."

The spot was created by Venables Bell & Partners.

#### Audi and video

Audi is often leveraging video to convey a specific image for its various vehicles. Frequently, the brand looks to create a bold, adventure-seeking image that strays from the norm.

The automaker tamed a beast in its previous display of automotive power with its last video.

Audi's 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 the campaign ([see more](#)).

While the edgy image is a reoccurring theme throughout Audi's marketing, it also often takes time out to focus on important issues.

For instance, Audi packed 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.

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](#)).

"By creating a connection emotionally to their new car, ensuring that driving something from a different make would be a way to live a generic life," said Brett Levine, automobile consultant at [Driveanything.com](#), Huntingdon Valley, PA. "Those with a passion for what they drive and to be a different should drive their product."

"For those with a passion for Audi, the car has been completely redone to match that of the X3," he said.

Mr. Levine is not affiliated with Audi, but agreed to comment as an industry expert.

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