

AUTOMOTIVE

## Audi shows off the heart of its vehicle alongside an icon

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*Audi's spot for the S5 Sportback; Image credit: Audi*

By BRIELLE JAEKEL

German automaker Audi is likening its vehicles to a Triple Crown racehorse in its latest spot promoting the new S5 Sportback.

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Audi looked to director Marc Foster, known for "Monster's Ball" and "Finding Neverland," to produce the video. The iconic racehorse, Secretariat, makes an appearance in the spot to help show off the power of the S5 Sportback.

"Secretariat is an important spot for Audi because it sets the stage and tone for the entire A5 family, which also includes the A5 Coupe and Convertible," said Kenneth Bracht, director of brand marketing at [Audi of America](#).

Venables Bell & Partners was behind the spot.

### Audi and the Secretariat

The automaker is showing off the heart of the S5 Sportback and its similarities to the famous Triple Crown winner.

Audi's film opens with vintage footage of Secretariat back in 1973 when the horse won the Triple Crown. He was the first to do so in 25 years at the time.



## *Vintage footage of the Secretariat*

The horse and his jockey can be seen during the race and after during celebrations. A narrator can be heard asking the question, "What makes the Secretariat the greatest race horse who ever lived?"

Paired with footage of a horse being released from a starting gate and sprinting through a track, the Audi S5 Sportback is then shown in high gear on a horse track. The vehicle shows off its power, as well as the horse.

The narrator begins describing the famous horse as more footage of the racing horse and the Audi is shown. He can be heard saying, "Of course he was strong, intelligent, explosive."

However, viewers are taken into a doctor's office to see the true power behind the Secretariat, and consequently, the Audi S5 Sportsback. Doctors place two x-rays side by side, one of the chest of the Secretariat, the other of a regular horse.

The disembodied voice explains that, "The true secret to his perfection was a heart twice the size of an average horse." It is then that viewers can see the size difference between the two x-rays.

Audi's video ends with text saying, "Progress is power from within."

## *Audi's video "Secretariat"*

### Audi advertising

The automaker is often taking on advertising spots that show off the power and design of its vehicles in compelling ways.

For instance, Audi manifested a one-of-a-kind persona with its latest spot that is more action film than advertisement.

To show off the newly reimagined Q5, Audi 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 ([see more](#)).

Audi also brought its engineering expertise to space exploration and now to Hollywood with its participation in the new "Alien" film franchise.

The Audi Lunar Quattro is an actual rover developed for exploration by the automaker and is preparing to begin a mission on the Moon. In the upcoming film "Alien: Covenant," Audi's rover will be taking on a mission on the big screen, as it will make an appearance in the movie ([see more](#)).

"Perspective is very powerful," said Marc Forster, director of "Secretariat." "The way we see something is how we define its meaning and value.

"What I found most inspiring about the parallel between Audi and Secretariat is how this metaphor, this perspective, translates history into art and shifts how we think of something, so that we feel something," he said.