

AUTOMOTIVE

Audi brings new meaning to “sideline access”

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Audi looks to attract soccer fans with its latest contest. Image courtesy of Audi

By BRIELLE JAEKEL

German automaker Audi is combining family values with sports, one-of-a-kind experiences and showcases of the latest automotive innovation in its latest effort with home-sharing platform Airbnb.

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Bringing new meaning to sideline access, Audi's latest contest will allow soccer fans the chance to not only come to the field during a match, but actually stay overnight. One family will be selected to attend the Audi Cup 2017 Aug. 1-2, where Munich's Allianz Arena will act as their hotel.

"The collaboration provides brand awareness to a new audience through a unique platform," said Carrie McIlveen, managing director at Metia. "Airbnb is known for being a disruptor of the hospitality industry.

"Who better to partner with when creating a unique experience that money can't buy to the consumer."

Arena hotel

In partnership with Airbnb, Audi is creating a unique contest that will give one family a trip unlikely to be paralleled.

Jerome Boateng, player for FC Bayern Munchen and the German national team and Audi ambassador, will act as Airbnb "host" and spokesperson for the contest. The contest information is detailed within a listing page on Airbnb's digital properties.



Audi's hotel suite on the soccer field. Image courtesy of Audi

To enter, Airbnb users must sign in with their accounts and write a 550-character story of their favorite memory of soccer. Entrants go to the listing page for the content and select "Enter to Win."

Audi will select the winner based on the creativeness of the story and how well it relates to the Audi Cup 2017.

The winner will be a family of four, and will be flown to Munich on Aug. 1 for the Audi Cup. Guests will be able to test drive the Audi A7 automated driving feature named "Jack."

Starting off the first day will be a training session at the Audi Intelligence Court followed by a tour of the Allianz Arena. On the tour, the winners will be able to meet players getting ready for the games, and children under 10 will be able to escort their favorites to the field.

To watch the match, the family will be located in their hotel suite, which is on the sidelines of the Arena. The suite is so close to the action, that guests are not permitted to leave during game play due to safety reasons.

Mr. Boateng will stop by the suite after the match to interact with the family, before a complimentary Bavarian feast. The winners will become the first people to sleep on the field of the arena.



Locker room of the Allianz Arena

The following day, the family will be able to test drive the new Audi models around a track before watching the final matches of the Cup.

Winners are also invited to stay at an additional Airbnb listing an extra few days, on July 31 to Aug. 1 and Aug. 2-3. Guests will also experience three complimentary meals a day.

Audi and Airbnb

This is not the first time Audi and Airbnb have teamed together for a one-of-a-kind trip experience.

German automaker Audi took Emmy viewers on an adventure with an enticing trip to the desert as part of its sponsorship for the awards ceremony.

During its sixth consecutive sponsorship of the Emmy Awards, Audi teamed up with the home-sharing site for an

advertisement to attract thrill seekers to want to drive its R8 Coupe vehicle through the desert. The television spot detailed Audi and Airbnb's partnership that allows adventurers to book an exclusive and coveted rental in the middle of Death Valley, CA, while also getting to drive the R8 Coupe on desert terrain ([see more](#)).

Audi's latest contest follows its previous television spot that likened its vehicles to a Triple Crown racehorse in its latest spot promoting the new S5 Sportback.

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 ([see more](#)).

"There's something brilliant and memorable about co-branded products," Ms. McIlveen said. "It can be fun and unexpected.

"Audi and Airbnb are both quite progressive and have an audience who appreciates innovation and one-of-a-kind moments. Creating a strategic partnership like this can help them to leverage brand equity from each other and allows Audi to differentiate themselves as an innovative leader in the automobile industry."

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