

AUTOMOTIVE

## Audi's cars are literally "clown-proof" in latest video campaign

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*Audi's new ad casts dangerous drivers as literal clowns on the road. Image credit: Audi*

By DANNY PARISI

German automaker Audi is taking a comedic approach to marketing some of its safety features with a video spot that plays on the idea of a "clown car."

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In the brand's new video, an Audi is seen driving through streets plagued by clowns driving erratically while the vehicle's safety features allow it to safely navigate the dangerous driving conditions. The video spot takes a humorous approach to a serious subject, highlighting an eclectic brand strategy.

### Audi technology

When purchasing a luxury vehicle, one of the biggest factors is safety and convenience.

Many of the biggest auto brands have been steadily adding high-tech safety features to their cars, such as automatic collision detection, warning lights and rear cameras. These features are paramount when driving around dangerous motorists.

Audi humorously takes on the feeling of driving around dangerous people in its new ad, which casts these dangerous drivers as literal clowns.



*A clown bus next to an Audi. Image credit: Audi*

At the beginning of the short, two clowns are driving a cartoonish clown car, complete with garish patterns, red noses and brightly colored hair. Their clownish antics distract them from the road, where an Audi driver narrowly avoids the clowns' speeding car with the help of a rearview camera.

Later, an Audi's collision detection system allows a driver to safely navigate around a clown who is driving a bus while his face is covered in pie and he cannot see the road.

The video is filled with other incidents of bad driving behavior portrayed as the result of clowns on the road, such as a clown on the back of a motorcycle covering the driver's eyes as a joke.

Audi's video ends with a clown looking on in awe as an Audi parks itself nearby and the message from the brand: "Audi Technology. Clown proof."

#### Clown proof

Audi has taken some unconventional approaches to its marketing recently, relying on interesting premises and more direct relations with its customers.

For example, Audi is working with popular social media channel Reddit with a special new series.

On the message board-like social media platform, Audi will be establishing a new series it has dubbed "the world's fastest AMA," which stands for "Ask Me Anything." The series will feature interviews with guests while they are strapped into the passenger seat of a 2018 TT RS as it is driven around Willow Springs Raceway ([see story](#)).

#### *Audi's Clowns ad spot*

From a video perspective, Audi recently released a campaign celebrating television history.

Audi is showing that its engines can be used for more than just power on the road with a unique and fun campaign to celebrate this year's Emmy Awards.

Anything can be used as a musical instrument if you use your imagination, and Audi did just that for its latest campaign. Using the engine power of the Audi R8 V10 plus, Audi TT RS and Audi SQ5, the automaker has recreated the theme songs to three previous award winners ([see story](#)).

With its latest video spot, Audi is showing a more light-hearted side to its marketing with more of an emphasis on fun, creative ad spots over the humorless ads that are popular in the auto world.