

AUTOMOTIVE

## Audi reports live on the scene for the holiday season's arrival

November 7, 2017



*Season of Audi rings in the holidays. Image credit: Audi*

By BRIELLE JAEKEL

German automaker Audi is ushering in winter with its recurring "Season of Audi" campaign to establish that the holiday season is coming up soon.

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Audi looks to literally bring in the holiday season with its new vignette apart of its Season of Audi campaign. Adding onto its last year's campaign, the new spot hopes to inspire gift purchases throughout its holiday sales event.

### Reporting live

Audi's "Weatherman" is the newest addition to the Season of Audi sales event campaign. The concept of the campaign is that the start of the holiday season begins with this event.

The new vignette shows a weatherman reporting in the field. "Monica it is absolutely chaos out here," he begins, dressed in a winter jacket with gloves on speaking into the microphone.

He is yelling loudly, as if the wind is blowing profusely, however, he is located in a seemingly idyllic summer setting. The weatherman is reporting lakeside during a beautiful sunny day as individuals sunbathe, jog, swim, boat and picnic.

Passersby look confused as the weatherman continues to discuss the treacherous conditions that are nonexistent, including the cameraman and anchor. The shot cuts back to the anchor in the studio, where she whispers, "what is he doing?"

The weatherman begins to shout, "Winter has arrived!" At the same time, three Audi vehicles are shown racing that way, bringing winter and a fresh coat of snow behind them.

As the vehicles drive by, the lake is transformed into a winter wonderland with snow-covered trees and the water now completely frozen. Passersby are shown freezing in the snow, as they are still dressed for summer.

"Progress is an unstable force," says Audi to end the spot, "brace yourself for the Season of Audi."

*Season of Audi's "Weatherman"*

## Audi campaigns

Audi first visualized the arrival of the winter and holiday season, exciting fans ahead of its annual sales event with an aesthetically pleasing video campaign last year.

A series of ad campaigns were released by the brand in a manner that visualizes metaphors and shows off its vehicles' capabilities, announcing the arrival of its Season of Audi sales event. A few of the videos feature Audi vehicles literally bringing in the holidays and the winter season, while others brought its metaphors to life, such as one showing the skull of an elephant morphing into the frame of the automobile ([see more](#)).

### *One the Season of Audi campaigns from last year*

Audi also recently took a comedic approach to marketing some of its safety features with a video spot that plays on the idea of a "clown car."

In the brand's 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 ([see more](#)).

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