

AUTOMOTIVE

Audi puts competitive spin on holiday spirit in humorous spot

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Audi stirs up the competition for the holidays. Image credit: Audi

By BRIELLE JAEKEL

German automaker Audi brings new meaning to the phrase, "it is the most wonderful time of the year" with a new comedic short that shows the cutthroat side of the holidays.

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Competition can be fierce during the holiday season, which has shoppers all over the world on edge fighting for parking and for their gifts. Audi is bringing viewers together over a common problem that many have experienced in a new humorous holiday campaign.

"With an influx of people heading to dealerships during the holiday season, we wanted to do something unique and memorable to make sure Audi was top of mind," said Ken Bracht, director of brand marketing at Audi of America. "And with the launch of Audi Sport this year, we wanted to take a creative approach to showcasing the features of our newest vehicles."

Holiday competition

Audi's new holiday campaign "Parking Lot" shows two Audi drivers duking it out for the last spot in a mall's parking garage.

The spot opens up to a charity Santa Claus ringing the bell for donations, as a man driving a red Audi slowly drives by. The driver pulls up to the partition at the entrance of a parking garage and pulls out his parking slip, while simultaneously, so does another driver, behind the wheel of a silver Audi.

Both men gesture a polite hello to each other as both of their partitions lift at the same time. However, as they are about to pull into the garage, a sign indicates that there is only spot left in the entire garage.

"Carol of the Bells" softly begins playing as the two men realize their unfortunate circumstance. One closes his eyes in aggravation while the other rolls up his window and looks away.

They both take off, as the silver Audi cuts off the other and the music begins to swell.

The driver of the silver Audi stops and waits for a woman who is loading bags into a car, assuming she is about to

leave. The driver of the red Audi drives around him in aggravation.



Audi's holiday competition

Unfortunately for the silver driver, the woman was not actually leaving, and the race continues onward.

The two drivers carry on attempting to find a parking spot, one even contemplating parking in a handicap spot, as a child's chorus in the mall sings them along.

As the song intensifies, so does chase, which eventually leads them to the roof of the garage. Both drivers stop and get out of their cars looking around for any spot that is open but are defeated.

They both notice a ramp leading to another platform with spots available. Back in their cars, they both make a break for the ramp but just as they are about to reach it, the video spot cuts to black and the music is silenced.

Audi's film cuts to the shopping mall, where the men run into each other again, physically bumping their carts into one another by mistake. They both look up and realize they are after the same toy.

The film ends as the two men race forward, and the phrase, "It's the most wonderful time of the year," appears.

Audi holiday

The German automaker is known for its festive spots during the holidays.

This year, Audi also ushered in winter with a new leg of its recurring "Season of Audi" campaign to establish that the holiday season is coming up soon.

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

Last year, the automaker also eradicated stereotypical gender roles with a video that encourages individuals and children to play with or drive whatever they want, no matter their sex.

While Audi's video was cute and entertaining, it also shared a deeper message with consumers to challenge outdated thinking. "Let's Change the Game" shows the story of a young doll in a toy store getting fed up with her troublesome carriage, as she trades it in for an Audi ([see more](#)).

"The holiday season is often filled with emotional stories designed to tug at the heart strings," Mr. Bracht said. "We wanted to do something a little different, and instead had fun with a humorous parody on the holiday shopping and parking - experience.

"It's something we think many people will relate to," he said.