

AUTOMOTIVE

Audi positions new coupe as bucket-list-worthy experience

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In "Final Breath," a dying man realizes he still has one more experience he must have. Image credit: Audi

By DANNY PARISI

German automaker Audi is promoting the launch of its new RS 5 Coupe Audi Sport car with a short film about an old man realizing he still has one more experience left on his bucket list.

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The short film was created in collaboration with ad agency Venables Bell & Partners and directed by Martin de Thurah, with a sleek visual style. The short film leans into the aspirational aspect of owning an Audi, positioning the new car as a must-have experience for anyone interested in modern luxury sport cars.

Final Breath

Much of luxury advertising has always been about luxury as a lifestyle, making luxury products not just things to enjoy but elements of an aesthetic and lifestyle that customers want to embody.

Recently, the trend in luxury has been to move away from objects and towards experiences.

Now, Audi is combining these two ideas with a new ad spot for its RS 5 Coupe model that is now debuting.



The short film compares the experience of driving the new Audi to the man's many other exciting experiences. Image credit: Audi

In a short film called Final Breath, an old man is lying on his deathbed reminiscing on the many experiences of his life. He flashes back to being a young man, partying, gambling, witnessing momentous historical events, fighting, falling in love, losing loved ones and all the many other aspects of life that one can experience.

Now on his death bed, the old man says that he has squeezed every last drop of life out of his time on earth and he is ready to move on. His heartbeat stops and his family begins to cry over him.

Then he hears the V6 engine of the new Audi sport car outside of the hospice, and the old man is jolted back awake, yelling for the car outside to wait. In the end he decides that there is one last experience he needs to have before he goes: the Audi RS 5 Coupe.

Looking ahead

While humorous, the short film underscores the prevailing idea in luxury that products are not just things to own but memorable experiences to have and add to a consumer's collection of memories.

Many of Audi's recent campaigns have been future-focused, with an emphasis on the advanced technology the brand is using.

Audi employed the biggest believers to help foster faith in the future of driving technology in a recent spot.

Audi's Final Breath

Airing in the United Kingdom, Audi is using children to help spread belief in future driving technologies. The young consumers are more likely than anyone else to be open to new beliefs, which is why Audi is looking to them to help nourish curiosity ([see story](#)).

Audi also took note of the vast gap in time since man has last been to the moon in another spot, as it hopes to make a second lunar landing in the future.

The automaker will be operating a mission to the moon, the first private excursion planned so far, which is set to make landing in 2019. In celebration of 45 years since the last human contact on the moon, Audi released a video to bring awareness to its mission ([see story](#)).

Audi's Final Breath ad takes a similar approach in that it positions the new RS 5 Coupe as a new and necessary experience for any serious lover of Audi cars.