

AUTOMOTIVE

Audi parallels themes of its Quattro with aspects of adventure

March 23, 2018



Audi partners with Federica Mingolla for its latest film. Image credit: Audi.

By BRIELLE JAEKEL

German automaker Audi is joining the throng of luxury marketers who are engaging their fan bases with editorial content to build a community.

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Audi is undertaking another film series to assimilate into today's marketing climate, in which consumers respond to editorial content rather than ads. The "Faces of Quattro" series looks to appeal to the adrenaline junkies in the brand's audience, hoping to solidify its Quattro model as a face of adventure.

"More than ever before consumers are turning to the Internet before purchasing a car, so it is increasingly important for automakers to have engaging digital content to capture digitally-savvy buyers," said Julie Blackley, communications manager at [iSeeCars](#).

Ms. Blackley is not affiliated with Audi, but agreed to comment as an industry expert. [Audi](#) was reached for comment.

Automaker or content creator

Leaning into adventure seekers, Audi's new docuseries follows the hobbies of various adrenaline junkies whose interests are not of the norm.

Its latest episode follows rock climber Federica Mingolla, as part of the second installment released this week.

The short film begins with Ms. Mingolla opening her tent and stepping outside to a beautiful landscape that appears to be at the base of a mountain. After a quick introduction, which informs viewers that she is 24 and an exceptional rock climber and mountaineer, the film goes on to show her packing up a campsite.

Ms. Mingolla then travels in an Audi Quattro up the mountainside of Peglio near Lake Como in Italy.

She begins to climb up the rocks, as Audi exhibits the parallels between her expertise and the Quattro.

Phrases such as "agile and safe," "outstanding traction," "balanced distribution of forces" and "personal freedom" appear in text as she climbs up the mountain.

Once she reaches the top, she takes in the view and breathes in the mountain air before heading home in her Quattro.



Ms. Mingolla is an avid mountaineer. Image credit: Audi.

Audi's short ends with the hashtag #FacesofQuattro and the tagline "Your world. Your conditions."

Driving engagement

"Face of Quattro" is not Audi's first foray into editorial content. Audi is also not the only automaker who has adopted this strategy.

Toyota Motor Corp.'s Lexus also continued to step out of the automotive space to reach consumers through a digital series that brings cinematic dining scenes to life.

L/Studio, Lexus' digital content platform, hosted a new series titled "Film to Table" where a celebrity chef recreates dishes from famous films. The seven-episode series kicked off with a ramen recipe, inspired by the Japanese film "Tampopo" ([see more](#)).

Also, British automaker Land Rover spotlighted the design and creativity that went into its new Range Rover Velar model with a series of videos detailing the talent behind the vehicle and their thoughts on what it means to be "creative."

Titled "BORN Creative," Range Rover's series was in partnership with content creation company BORN. Each video sees a different designer speaking about their philosophy of creation and design while a Range Rover Velar is featured in the background ([see more](#)).

"Audi has always been on the forefront of digital marketing, as it was the first brand to have a successful Snapchat campaign through its 2014 Super Bowl campaign," iSeeCars' Ms. Blackely said. "The series is unique because the people in the videos are conveying the attributes of the car, which is atypical for car-related content."