

AUTOMOTIVE

Audi encourages drivers to strive for more in new campaign

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Audi has an emotional new campaign for its summer sales event. Image Credit: Audi.

By SARAH RAMIREZ

German automaker Audi is motivating fans to take the wheel of their own destinies in a new short film.

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"Promote Yourself" follows a young woman who leaves a stable job in pursuit of something greater. The emotive advertisement was released to coincide with Audi's summer sales event, prompting consumers to take advantage of the brand's offers.

"This campaign is unique because it doesn't have any mention of the brand until the 1:40 mark of the two-minute spot, and until then there is no evidence that it is an advertisement for a car," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "It is effective because the narrative hooks the viewer because it is a very relatable scenario."

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

Promote yourself

The short film, directed by Craig Gillespie, begins in a crowded conference room. The boss openly praises the protagonist, Anna, as the company's star performer.

Back in her office, however, Anna seems less than happy with her job despite her success.

Audi's "Promote Yourself" campaign was directed by Craig Gillespie

She grabs a list from her bulletin board. It is a bucket list that, along with visiting Machu Picchu and learning German, lists "work at my dream company."

Anna fiercely crosses out "work at" and writes "start" in its place. It is all the motivation she needs to grab a box and begin packing up all of her awards and personal items from her office.

Before she leaves, Anna starts playing The Creation's "Making Time" on the office intercom. It serves as the soundtrack for the remainder of the short.

She confidently strolls out of her office as people begin to look at her. Anna never looks back at what she's leaving behind, and men and women are in awe of her.

Before long, Anna is stopping traffic as people step out of their cars to applaud her courage.



"Promote Yourself" follows a woman taking the wheel of a new Audi and her career. Image credit: Audi

As the short concludes, Anna arrives at an Audi dealership and puts her belongings in the trunk of one of its cars. She grabs the keys from the dealer without a second thought and drives off her in her new 2018 Audi Q5.

The tagline "Progress is in the pursuit" flashes across the screen as Anna drives off and begins her next adventure.

Storytelling marketing

Audi's "Promote Yourself" short continues the automaker's tradition of more narrative advertising campaigns.

Previously, Mr. Gillespie, the director of feature films such as "I, Tonya" and "Lars and the Real Girl," lent his expertise to Audi for its campaign, "Driver." That campaign looked to the future, where feeling the power behind an Audi is longed for, as autonomy has taken over ([see story](#)).

Audi is also among the throng of luxury marketers who are engaging their fan bases with community-oriented editorial content. Its "Faces of Quattro" series looked to appeal to the adrenaline junkies in the brand's audience, hoping to solidify its Quattro model as a face of adventure ([see story](#)).

"The campaign ties into the Audi spirit because the brand seeks to inspire consumers to break free from tired luxury brands that are usually geared toward older audiences," Ms. Blackley said. "I think this is another effective way that Audi brings vigor to the often boring luxury segment."

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