

AUTOMOTIVE

Audi motivates drivers to keep moving forward

August 27, 2018



Audi wants its drivers to keep moving forward. Image credit: Audi

By SARAH RAMIREZ

German automaker Audi is encouraging drivers to be open to the different places their vehicles can take them in a relatable video campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"Where Next?" follows a protagonist as he makes a career change and ponders the opportunities in front of him. Audi builds an empathetic narrative as everyone can relate to the anxiety and excitement that comes with life changes and the importance of family as motivation.

"Audi is matching values with their best prospects," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "This is classic luxury marketing at its finest."

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

Driving forward

The film, set to a stirring cover of Fleetwood Mac's "Don't Stop," opens with a man being celebrated at his office one night. He is surrounded with happy colleagues who wish him well on his next venture as he leaves the office.

As the man descends in an elevator, other images flash in his mind. In one scene, he is managing a small team and in another scene he is playing at home with his daughter.

Audi's Where Next? looks at the opportunities in front of its drivers

The implication is that the man is looking at the different directions his life could go in. He is also seen teaching a college class as his family watches and introducing a new illuminated structure in front of a crowd.

All the while, he is still riding the elevator down to the office building's parking garage. His Audi A7 lights up as he approaches it and he steps into the sedan to continue to his journey home to his family.



The Audi A7. Image credit: Audi

As the song's lyrics suggest, the driver and by extension, Audi needs to continue looking towards the future and pushing forward.

"The campaign is unique for an automobile brand because it doesn't pretend the car an affluent individual drives is the center of their life," Mr. Ramey said.

Audi narratives

Audi is known for its cinematic campaigns, and recent efforts have touched on similar themes of ambition and opportunity.

"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.

The short concludes with the woman arriving at an Audi dealership and grabbing the keys from the dealer without a second thought. The tagline "Progress is in the pursuit" flashes across the screen as the woman drives off in her new SUV and begins her next adventure ([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](#)).

"Relatable marketing is essential for every luxury brand," Mr. Ramey said. "You sell by matching what matters most; not pushing product."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.