

AUTOMOTIVE

## Audi gives fans cinematic look at design process

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*Image credit: Audi*

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By SARAH RAMIREZ

German automaker Audi is offering a dramatized sneak peek at its design and engineering process in a filmic campaign.

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Using a security guard as a guide, Audi examines the breadth of testing that goes into its vehicles. While the automaker is known for its emotive campaigns, these short films delve more into the marque's innovation and craftsmanship.

"Through the Night Watchman series, viewers should gain insight into the rigorous and meticulous process that goes into developing an Audi vehicle," said Ken Bracht, Director of Brand Marketing, Audi of America. "The [campaign] highlights the brand's relentless pursuit to achieve leadership in automotive innovation."

### **Night shift**

Audi's latest campaign, "Night Watchmen," is told in two parts and features the A6 and A7.

A security guard on the night shift acts as an intermediary between drivers and the design and engineering teams working overtime to create the best vehicles possible.

*Audi's Night Watchmen campaign gives consumers a closer look at the A6 and A7*

Both parts of the series begin with the incredulous security guard reviewing monitors at Audi before taking a walk through the building's hallways.

In part one, he walks past an A7 being tested against severe cold and high temperatures. He also sees robots assembling the vehicle's seats while marveling that the team "revels in extremes."



*Image credit: Audi*

Part two features the guard in awe of the motor and the artificial intelligence found in the newest A6. Instead of seeing snippets of the production process like in the first part of the series, the sleek finished product is shown leaving the facility.

#### Cinematic campaigns

Some of Audi's most effective campaigns highlight the technology used in its vehicles while still relying on strong narratives.

Audi recently showed off the automated capabilities of its cars in a short film stylized as a science fiction movie trailer.

"The AIs are Coming" starts with a dark look at the impact artificial intelligence might have on the future, before demonstrating the different ways Audi cars use AI. It is a unique approach to confront concerns drivers may have about automated vehicles ([see story](#)).

In another pop culture-inspired campaign, the automaker demonstrated how its vehicles can act as retreats from drivers' hectic lives in a dramatic short.

In "Escape," Audi spotlights the Audi A8's technology and innovative amenities, instead of just focusing on the driving experience. The short video continues the Audi tradition of using storytelling in its campaigns, weaving a comedy-infused story of a chase ([see story](#)).

"Audi is meticulous when it comes to engineering and design," Mr. Bracht said. "The tagline 'Progress is never satisfied' points to the brand's passionate approach to automotive design and innovation."

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