

AUTOMOTIVE

Audi allows Snapchat users to unlock their own vehicle

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Audi shares special Snapcodes with Brighton users. Image credit: Audi

By STAFF REPORTS

German automaker Audi is using Snapchat in a scavenger hunt-type campaign to promote its personal contract plans.

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In a recent film on YouTube, Audi showed off its fun campaign in which it surprised citizens of Brighton, England with their own personal vehicle for a day. The film uses common themes from Snapchat, such as one of its common font options, and helps show that any consumer can own an Audi through its PCP.

Snapping with Audi

Throughout the city of Brighton, various Snapchat codes were hidden for consumers to uncover. Some of those who scanned the codes were selected at random to enjoy Audi's personal driving experience for a day.

After completing instructions on their smartphones, the personal driver appeared in a special Audi vehicle to take them wherever they needed or wanted to go for a day.

In the video, Audi features four participants, some of which even got to experience meet-and-greets with famous performers such as Coco Deville and Will Heard.

Throughout the film, the phrase "Can't own an Audi" appears randomly, until the end when the "t" is crossed out, changing it to read, "Can own an Audi."

Audi then instructs viewers, "Luxury could be yours with Audi PCP."

Audi's video in Brighton

While Audi's latest campaign aims to highlight the affordability of its cars, previous efforts have humorously spoken to its aspirational fans.

Audi helped aspirational consumers manage their wallets to one day afford an R8 model through a comical social video.

The price of Audi's R8 model begins at \$115,900, making the automobile unattainable for many of the automaker's enthusiasts, but with some constructive saving nothing is out of the question. Playfully skirting around the financial means necessary to own an R8 is a humorous approach that is likely to connect with aspirational consumers rather than alienate them ([see story](#)).

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