

AUTOMOTIVE

Audi turns the spotlight on consumers for holiday campaign

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Season of Audi puts a new spin on a classic tale.

By BRIELLE JAEKEL

German automaker Audi is putting a modern spin on classic holiday tales, turning them into empowering notions of today that put the spotlight on consumers themselves.

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Audi is making the holidays about the consumer for its upcoming festive campaigns. The theme of this year's ads is centered on those who earned the Season of Audi Sales Event, by working their hardest all year long for themselves as well as for their loved ones during the holiday season.

"Audi's holiday campaigns often bring the essence of Christmas into its marketing content," said Mark Reynolds, managing partner at MRM.

Mr. Reynolds is not affiliated with Audi but agreed to comment as an industry expert.

Season of Audi

The automaker's new films begin with what sounds like a woman reciting the traditional poem "The Night Before Christmas."

"Twas the night before Christmas and all through the house, not a creature was stirring," she begins. However instead of the classic line, "Not even a mouse," she changes the rhyme to "But everywhere else."

In Audi's Nutcracker film for the 2018 Season of Audi campaign, the marketer shows the woman telling the story to her child intercut with various shots of consumers celebrating the holiday.

"Not a creature was stirring, but everywhere else there are performers, dancers, designers, the dads and the drivers," she says as a family wearing tutus pile into their Audi SUV.

"There are doers of good and bringers of glee," she continues while a man is shown helping an elderly lady carry her bags to the car before getting into his own Audi with a gift as well.

"This time of year is so much more than a bow and a tree," ends the poem.

Audi displays the tagline, "Those who give their best, deserve their best," at the end of the ad.

Audi's new version of The Night Before Christmas and The Nutcracker

For another leg of the campaign, titled "The Night Before Christmas 2.0," a bustling airport is shown as the same woman recites a similar tale. However this time she states, "Not a creature was stirring, but everywhere else there are chefs, bakers and food-order takers, doctors and surgeons and all the life savers.

"The world is alive, as you can see," she says as footage of men and women doing their jobs to help people during the holidays is shown.

This recitation ends with, "This time of year is so much more than a bow and a tree," as well.

Audi's Night Before Christmas 2.0

Audi of Christmases past

Last year, Audi ushered in winter with its recurring "Season of Audi" campaign to establish that the holiday season was coming.

Audi looked to literally bring in the holiday season with the 2017 vignette as part of its Season of Audi campaign. Adding on to its 2016 year's campaign, the spot hoped to inspire gift purchases throughout its holiday sales event ([see story](#)).

The automaker often features multifaceted strategies for the holiday season and its Season of Audi event, creating a number of spots that appeal to consumers either through humor or entertainment. This engages audiences in ways that are not typical for a car campaign.

Audi brought new meaning to the phrase, "It is the most wonderful time of the year" with an additional comedic short from last year, showing the cutthroat side of the holidays.

Competition can be fierce during the holiday season, which has shoppers all over the world on edge fighting for parking and for their gifts. Audi brought viewers together over a common problem that many have experienced in a humorous holiday campaign with a fierce fight over a parking spot ([see story](#)).

"As holiday campaigns are often competing with each other in an over crowded market, it is important to stand out," Mr. Reynolds said.