

AUTOMOTIVE

Audi gets animated with interactive print ad

November 8, 2018



The 2019 Audi A8. Image credit: Audi

By SARAH RAMIREZ

German automaker Audi is handing consumers the keys to its new A8 with an exclusive interactive print advertisement in the latest issue of travel magazine *Departures*.

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

A four-page insert in the November/December edition showcases the distinctive taillights of the Audi A8, which can be controlled with a special key FOB. Although print media is on the decline, the long shelf life still makes magazine ads a worthy investment for luxury brands.

"The all-new Audi A8 features next-generation lighting design, and this ad allowed us to tell that story in an entirely new and unique way," said Loren Angelo, vice president of marketing at [Audi of America](#), Washington. "The key fob lets readers actually control the lighting with the click of a button for a truly interactive experience."

Light it up

The front of the glossy advertisement shows the hood of a black Audi A8 with the tagline "one giant leap for machine kind," reminiscent of Neil Armstrong's iconic phrase during the moon landing.

As one opens the insert, the rear angle of the vehicle is revealed. By opening or closing the pages, the digital animation is triggered to resemble the A8's organic light-emitting diode (OLED) taillights.



The Departures insert includes a special key fob. Image courtesy of Audi

In a special touch, the creative includes a special key fob that also controls the taillight animation. It mimics the actions of a driver locking and unlocking his or her vehicle.

Structural Graphics, a Connecticut-based dimensional print marketing company, used a record-breaking number of LEDs to imitate the A8's unique lighting design animation.

About 25,000 targeted *Departures* subscribers will receive the special insert, the first such print product for the Meredith-owned publication. The magazine is an exclusive publication for American Express Platinum and Centurion cardholders.

"We think this ad is not only eye-catching, but will encourage readers to interact with it and spend more time exploring the all-new Audi A8," Mr. Angelo said.

Print staying power

In the age of digital advertising, print placements may seem like a thing of the past, but for luxury they can still play a large role.

A recent report from MNI took a look at travel brands and how they advertise for shoppers today. One of the most notable case studies from the report saw publisher Meredith making strong use of print ads to drive traffic for a Hawaiian luxury travel brand.

Meredith and MNI worked together for a cover wrap campaign for *Travel + Leisure*. The campaign put Kukui'ula front and center on the magazine, combining editorial and advertising in an engaging way ([see story](#)).

Several premium automakers have partnered with publishers for unique advertisements and events.

German automaker Mercedes-Benz appealed to the next generation of luxury car buyers through a video campaign that touched on the positive impact of its new class of electric vehicles.

The short film, "Moving Forward," was the result of a partnership between Mercedes and online publication Highsnobiety and features a diverse cast of young people. Instead of emphasizing the innovative features of the Concept EQ, the video emphasizes the power younger people hold ([see story](#)).

Last year, Toyota Corp.'s Lexus teamed up with *Esquire UK* to bring an automotive experience to attendees of the title's pop-up club. From test drives to VIP shuttles, Lexus aligned itself with the stylish set through this partnership ([see story](#)).