

AUTOMOTIVE

Audi raises the stakes for test drives in experiential campaign

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Audi A6 test drives took place outside Amazon Go. Image credit: Audi

By SARAH RAMIREZ

German automaker Audi is focusing on unique experiences in and out of the driver's seat with a new twist on test driving.

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As younger affluents shift away from traditional car ownership, Audi is offering a reminder of the joy and opportunities associated with driving a luxury vehicle. Luxury marketing continues to emphasize experience over quality, which Audi capitalized on by highlighting curated experiences that appeal to the wealthy and adventurous.

"As a brand rooted in innovation and pushing boundaries, 'Test Drive to the Unknown' demonstrates Audi's continued investment in offering our customers digital-first services and solutions, as well as, one-of-a-kind experiences," said Loren Angelo, vice president of marketing at [Audi of America](#), Washington.

Drive and go

Audi's mission to reinvent test driving begins at another innovative location, the checkout-free Amazon Go store in Seattle.

As shown in the new film from the automaker, shoppers were able to pick up a "key box" from inside the store, walk out and begin their 30-minute test drives in an all-new Audi A6. However, the drivers had no way of knowing where their test drives would take them.

Audi surprised test drivers with special excursions around Seattle

Test drivers found themselves experiencing unique moments of Seattle's local culture, including a session of mural painting, a photo shoot at Kerry Park and a private concert by members of the Seattle Symphony.

Some participants agreed to drive "further into the unknown," and went on three-hour test drives. Those intimate experiences included bespoke suit tailoring and flying a helicopter.



One test driver was surprised with a ride in a helicopter. Image credit: Audi

One driver was surprised with a five-day luxury adventure to Germany. In addition to driving the A6 on the German Autobahn, he explored Munich, drove through the Alps and enjoyed a spa retreat.

At the film's conclusion, Audi encourages drivers to spend their time wisely. The experiences themselves were curated based on how much time consumers were willing to trade.

Shifting to the unexpected

Audi often encourages its drivers to be open to new, unexpected experiences. Recent efforts have also 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](#)).

Another effort to prepare drivers to expect the unexpected had the automaker using Snapchat in a scavenger hunt-type campaign to promote its personal contract plans.

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 ([see story](#)).

"Audi [...] has the potential to deliver more connected and convenient methods of engagement to meet the demands of consumers in the digital age," Mr. Angelo said.