

AUTOMOTIVE

Audi inspires Santa to trade his sleigh for a new ride

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A new Audi inspires Santa to get in shape. Image credit: Audi

By SARAH RAMIREZ

German automaker Audi is giving its latest holiday campaign a new twist, since even Santa can wish for a special gift underneath a Christmas tree.

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A new short film follows as Santa Claus finds inspiration from an Audi coupe to accomplish new personal goals. Audi campaigns often blend together humorous narratives with storylines about self-growth, but putting Santa in a new light adds a holiday touch.

"The story of Santa becoming a modernized version of himself and eventually getting the keys to the RS 5 Sportback was our way of celebrating the holiday season in an unexpected way," said Loren Angelo, vice president of marketing at **Audi of America**, Washington.

Santa's makeover

Reminiscent of many other tales about Santa, "New Santa" begins on Christmas Eve as he is delivering gifts.

As Santa is enjoying a tray of Christmas cookies, he spots a couple arriving to their home in a red Audi RS 5 Sportback. He is still staring at the car when a man almost notices him, and then Santa turns away from the windows.

In a new Audi film, Santa spots a red Sportsback while delivering Christmas gifts

Then, Santa notices his reflection in a mirror from across the room. He self-consciously pats his iconic belly before he continues with his present deliveries.

When Santa's work is done, he lies awake in bed and a determined look flashes on his face.

On Christmas morning, Mrs. Claus wakes up to discover that Santa woke up early to go for a morning jog. Dressed in a velvet red tracksuit, he heads to a boxing gym and asks the elves working out to help him get in shape.

Santa's training resembles a classic sports movie montage: early morning runs, sit ups, boxing and jump roping all under the careful supervision of an elf trainer. He even avoids Christmas cookies at the toy workshop and instead Mrs. Claus starts serving him dinner with vegetables.

One night after Santa falls asleep, exhausted by his hard work, Mrs. Claus discovers he was reading a magazine article about the Audi coupe that captured his attention on Christmas Eve.

As preparations continue in the North Pole for the next holiday season, the other elves around Santa are beginning to notice his transformation. He is fitted for a smaller Santa suit and a nervous elf barber trims his famous beard.

On Christmas, Santa reveals his all-new look to loud cheers from the elves and Mrs. Claus.



Mrs. Claus and the elves surprise Santa with a new Audi. Image credit: Audi

In the end, Santa is the one who is surprised when the elves and his wife present him with the Audi of his dreams. Reindeers pull the Sportback into the workshop and the trunk is loaded with gifts to be delivered.

Mrs. Claus wishes her husband a Merry Christmas, and he starts the Audi and drives across the icy roads of the North Pole. The final tagline reads "Progress is rewriting your own story."

Audi holidays

The automaker often puts a modern spin on classic holiday tales, making them more consumer-centric.

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 ([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 a 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](#)).