

INTERNET

Audi revs up social media with R8 GT video series

August 9, 2011



By KAYLA HUTZLER

German automaker Audi is upping its social media presence, looking to attract more followers and building the hype surrounding its latest limited-edition model through a week-long video series.

[Sign up now](#)

Luxury Daily

Entitled “R8-GT Week,” the videos will focus on the performance and inspiration behind the new limited-edition car's design. By posting the videos on social media, Audi is extending its reach through different sharing options, starting with teaser posts.

“The videos provide insights to the new Audi R8 GT supercar, which is an extremely limited-edition model,” said Brad Stertz, manager of corporate communications at [Audi of America](#), Herndon, VA.

“Only 333 will be built globally, with 90 coming to U.S. customers,” he said. “As a result, these models won’t be widely available for test drives and other hands-on opportunities.”

Pirro tolerance

The exclusiveness of the car is emphasized through a numbered gear shift and all of the door sills will host an aluminum plate with the R8 GT logo.

The new car will be able to reach speeds of 199 miles per hour. Pricing for the R8 GT will start at \$196,000.



The videos feature Audi-sponsored racecar driver Emanuele Pirro, who has won five titles at the 24 Hours Le Mans races. Mr. Pirro will be talking about his experience driving the R8 GT.

Audi filmed the videos on the Infineon Raceway in Sonoma, CA.

“[The videos] blend a walk-around of the product’s features with exciting clips of the sports car on the Infineon Raceway course,” Mr. Stertz said.

A new video will be posted each day on the branded [Audi R8 Facebook page](#) and can be found on Audi’s YouTube channel, which is also linked to from the @Audi Twitter handle.



Howdy Audi

Audi released teasers of the videos on the R8 GT Facebook page Aug. 5.

The four teaser videos were well-received among the Audi Facebook fans. A majority of the posts received more than 500 Facebook “likes.”

Each 25-second video contained its own theme and slogan.

For example, teaser No. 1 featured the Audi Facebook page with the slogan, “Infineon Raceway, Circuit de le Sarthe, Sebring International Raceway, are all friends on the R8 Facebook page.”

The carmaker has also increased the reach of its Facebook videos by posting information about R8 GT week on its branded Twitter account.



This will presumably lead to more people becoming fans of the Facebook page to watch the videos.

“When you bring interesting content to a platform where users are more likely to share, you're setting your campaign up for eventual success,” said Ron Schott, senior analyst at **Spring Creek Group**, Seattle.

“TV ads are usually skipped, either by walking out of the room or fast-forwarding using a DVR,” he said.

“Look to see these videos filling up your Facebook feed as die-hard Audi lovers share and spread the content as each new video premieres.”

In addition to building up its loyal fan base, the brand was looking to give all of its fans, no matter where they are, a chance to see and virtually experience the limited-edition car.

“Audi has enjoyed great success highlighting the compelling aspects of Audi vehicles

through our social media channels,” Audi's Mr. Stertz said.

“We’ve found these build better awareness for our brand and leads to enthusiastic engagement with our followers who share our content with their friends,” he said.

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.