

AUTOMOTIVE

Audi designates electric concepts as heaven in Super Bowl spot

February 4, 2019



Audi's GT e-tron concept. Image credit: Audi

By BRIELLE JAEKEL

German automaker Audi is using one of the biggest advertising platforms to bring awareness to its new electronic endeavor, as the EV category grows.

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Taking advantage of the biggest commercial day of the year, Audi showcased its new e-tron concepts during the second quarter of Super Bowl LIII. In true Super Bowl fashion, the spot, titled “Cashew,” focuses on comedy to make an announcement to consumers.

“As we have found to be successful in past years, we look to use the big game as a platform for creative storytelling about our brand,” said Loren Angelo, vice president of marketing at Audi of America. “This year we will focus on the culturally relevant topic of electrification and how Audi will embrace an electrified future.”

Electric heaven

The minute-long commercial touches on the notion of utopia and the love of cars, which is known to span generations.

Audi’s film begins with a man walking through a field, who comes across a lone rustic house where an elderly man sits out front. “Grandpa,” the protagonist asks in an excited tone. The older man smiles and replies, “Welcome home.”

The man’s grandfather brings him into a garage that holds a variety of covered cars, signifying a love of collecting automobiles. His grandpa lifts the cover off one of the cars, revealing Audi’s new e-tron GT concept.

Next the grandson gets inside the vehicle, and appears visibly happy. The garage door opens in front of him to reveal a big white light.

As the man sits in the driver’s seat, his body convulses backwards, as if being pulled.

It is then revealed that the man is actually sitting at a desk in an office, choking on a cashew as a coworker performs the Heimlich maneuver on him. The cashew is forced out his mouth, and the entire office cheers at the fact that the

man has survived.

After having been pulled out of a car lover's dream in what is assumed to be his heaven, the survivor sits at his desk, forlorn.

"A thrilling adventure awaits. On Earth," a tagline says.

The automaker then took the opportunity to announce to Super Bowl viewers that one third of all of its new models will be electrified by 2025.

Embedded Video: <https://www.youtube.com/embed/Xrgq2CIag6M>

Audi's Super Bowl commercial

Audi also shows viewers a quick glimpse at its e-tron SUV concept as the spot ends.

Driving innovation

The automaker previously packed a powerful punch for its Super Bowl advertisement in 2017, bringing up a hot-button political topic, and leaning on interactive tools such as Snapchat for greater impact.

Playing on the automotive sector and using childhood as a theme, Audi's spot "Daughters" put the focus on equality in the workplace during a tumultuous political time. The spot aired during the third quarter of Super Bowl LI, but was also paired with a Snapchat filter to further drive the conversation ([see story](#)).

The spot was the subject of widespread debate on social media.

While Daughters tackled a topic in a serious manner, Audi often turns to humor to make an impression.

For this past Christmas, Audi gave its latest holiday campaign a new twist, since even Santa can wish for a special gift underneath a Christmas tree.

A short film followed as Santa Claus found 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 added a holiday touch ([see story](#)).

"We took a more light-hearted approach this year," Mr. Angelo said. "The promise of an electrified future is exciting and we wanted to put some humor and thrill into what is ahead."

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