

AUTOMOTIVE

## Audi flaunts summer sale as break from sameness

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Audi's "The Wheel." Image credit: Audi

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By STAFF REPORTS

German automaker Audi is urging consumers to "defy the laws of human nature" in an advertising push for its mid-year sale.

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Commercials for the Summer of Audi Sales Event show individuals soldiering on through tasks mindlessly before finding solace from the monotony in one of the brand's vehicles. For luxury automakers, sales commercials are often more about storytelling and aspiration than straight discussions of discounts.

### Sales spots

Audi's ads begin with narration that resembles a nature documentary. While focused on human nature, the spots make the comparison between people and animals.

In one spot, titled "The March," a family is seen trudging towards a beach while toting everything from umbrellas to lawn chairs and coolers.

The voiceover talks about ants, who "mindlessly march" while carrying up to 50 times their body weight. Zooming in, the camera focuses on the dad in the family, who has been stuck with the most stuff.

As the voiceover explains that this year could be different, the dad turns around to see an Audi. After yelling, "Kids, change of plans," the dad and the family happily drop all of their belongings and head toward the car.

### Audi's "The March"

"The Wheel" takes a similar approach, with the voiceover making a parallel between hamsters on wheels and people on a treadmill, both of whom are on an "endless quest to nowhere."

One of the runners looks down and sees an Audi in the parking lot below the gym, prompting her to drop her water bottle and leave her "wheel."

Sales promotions often communicate that customers have earned a new luxury vehicle, particularly now that it is more affordable.

Last year, Audi put a modern spin on classic holiday tales, turning them into empowering notions of today that put the spotlight on consumers themselves.

Audi made the holidays about the consumer for its festive campaigns. The theme of this past year's ads was 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](#)).

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