

Audi enlists consumer as honorary elf

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Audi's gift tester was tasked with checking the capabilities of the e-tron. Image credit: Audi

By STAFF REPORTS

German automaker Audi is making a gifting push by demonstrating its electric SUV's capabilities through content starring a consumer from an open casting call.

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After prompt to consumers to apply for a "gift tester" position, Audi chose one winner to put the e-tron SUV to work. In a series of videos, the temporary elf goes through a range of scenarios from last-minute shopping to road trips to showcase some of the features of the car.

Seasonal position

Audi opened its contest in November, seeking an individual who could test out its e-tron SUV. The launch film took place at a fictional North Pole distribution center and starred a director of elven resources, who explained the job description.

A "quality control" role, the gift tester would be focused on just one potential present: the e-tron. Setting up the need for this seasonal position, the HR rep explains that Santa is the only one at the North Pole with a driver's license.

After the contest concluded, Audi chose Ashley to star in the shorts. The series of films shows her undergoing comical tasks with the Audi model.

For instance, in one the gift tester is challenged with fitting as many gifts into the car's trunk as possible. For comedic effect, the presents are shaped similarly to Tetris blocks, making it a real-life version of the game.

Audi's The Gift Tester

Another finds Ashley hauling 4,000 pounds of "holiday cheer" through a warehouse. A trailer is loaded up with everything from drums to wreaths and giant nutcrackers.

When the trailer is a pound shy of 4,000, one of the worker elves adds a panettone to the mix. Ashley then completes an obstacle course to that includes driving over gravel.

Ashley also tests the car through a game of Santa Says, which shows off some of the model's features, including voice assistance and mood lighting.

With consumers trusting user-generated content more than advertisements ([see story](#)), Audi's effort strikes a balance

between the two by including an unaffiliated individual.

Other brands have cast consumers in their advertisements through open calls.

For instance, French fashion house Givenchy invited consumers to lend their voice to its recent advertising campaign, as it tapped into an Internet trend.

ASMR, autonomous sensory meridian response, is a concept recently coined within the last decade referring to the tingling sensation caused by a variety of noises. Since an online community has tapped into the sensation, many luxury brands have joined the auditory trend, including Givenchy ([see story](#)).

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