

AUTOMOTIVE

Audi looks to future of mobility, sustainability in global campaign

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Audi presents a new brand forward-thinking identity. Image credit: Audi

By SARAH RAMIREZ

German automaker Audi is sharing a new perspective on the future of mobility in a global ad campaign striking a positive tone.

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Audi's "Future is an Attitude" is putting sustainability, digitalization and design at the forefront of the automaker's new philosophy. To usher in this refreshed brand identity, Audi will also unify marketing efforts worldwide.

"By refining our brand strategy we give a contemporary definition to 'Vorsprung' and make ourselves ready for the future for a new automotive era and for our customers," said Henrik Wenders, senior vice president of brand at Audi, in a statement.

For the future

The cornerstone of Audi's new campaign is a two-minute film. It features both current models, such as the e-tron Sportback, and vehicle concepts including the Audi AI:ME and Audi Q4 Sportback e-tron.

"We all look at the same world," a male narrator says. "But we all look at in a different way."

Audi is envisioning a more progressive and positive future in a global ad campaign

The film begins with a man standing in a crowd of commuters, taking in the scene. As it continues, different men and women are introduced and are seen behind the wheel of different Audi vehicles.

The narrator continues to contrast different interpretations.

"Some just see sheer speed; we see inspirational engineering," the narrator says. "Some just see beautiful lines; we see character."

As the narrator continues and the musical score swells, scenes of drivers in Audi vehicles alternate with shots of the design and production of the automobiles.

"Some see a new motor; we see a new era," the narrator concludes. "Some see what's there; we see beyond."

In the final scene, the man from the first shot locks eyes with the other people from the vignette as the sun shines brightly on the city.



The Audi AI:ME concept car. Image credit: Audi

Going forward, Audi will also have a unified global marketing identity for the first time. While there will remain cultural and country-specific approaches, this will streamline the automaker's advertising as it often released widely different campaigns for various markets.

Hamburg-based creative agency think is responsible for the new progressive messaging behind the campaign and its implementation. The multichannel effort, including digital and television, is also supported by a new website, progress.audi.

"Vorsprung durch Technik," or lead by technology, will remain Audi's tagline.

Spotlight on sustainability

The automaker has been centering sustainability for some time. In particular, Audi's first electric vehicle, the e-tron, has been the centerpiece of major marketing campaigns.

The Audi e-tron SUV starts at \$75,000. Going 204 miles on a full charge, it is a fully electric vehicle, and part of Audi's goal to electrify one-third of its U.S. lineup by 2025.

For two consecutive years, Audi's spot for the Super Bowl starred the e-tron.

The 2020 ad featured actress Maisie Williams choosing a different, more environmentally friendly path through a city with the help of a popular Disney tune. Infused with celebrity and a touch of surrealism, Audi's ad blends entertainment with an ecological message ([see story](#)).

Audi is also planning to have its fleet's carbon footprint reduced by 30 percent between 2015 and 2025. Named "Consistently Audi," the strategy aims to make Audi a sustainability leader in the upscale auto market ([see story](#)).

The automaker has also focused on educational efforts about both EV and automated vehicles.

More than half of drivers want to try a self-driving car, according to research Audi. Eighty-two percent demonstrated interest in autonomous vehicles, and 62 percent are curious about self-driving cars.

Better access to mobility and convenience were the most cited benefits of autonomous vehicles, at 76 and 72 percent respectively. Safety and sustainability were also named as benefits, along with status and driving pleasure ([see story](#)).