

MULTICHANNEL

## Audi revs up marketing for its all-wheel-drive technology

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By KAYLA HUTZLER

German automaker Audi is taking over online, mobile and television platforms with a new campaign that promotes the automaker's all-wheel-drive technology.

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The first 60-second TV spot aired this weekend during the National Football League division playoffs and a shorter version will continue to run on national TV throughout the winter months. Audi is extending the reach of the campaign through mobile advertisements, social media and a video playlist on YouTube.

“We’re excited to launch our new campaign celebrating our legendary Audi quattro all-wheel-drive technology,” said Andrew Lipman, communications manager of [Audi of America](#), Herndon, VA.

“For Audi, television continues to be a perfect medium to showcase our creativity and voice,” he said.

“It’s an effective way to capture the attention of and engage our progressive audience while striking an emotional cord and providing top-notch entertainment value.”

On the right footing

Audi’s latest TV commercial features the tagline, “the legendary Audi quattro.”

The automaker was inspired by classic U.S. literature and aimed to create a modern version of Herman Melville's novel, "Moby Dick."

Audi's "Ahab" commercial features a struggle similar to that of main character's struggle between the obsessed sea captain and the white whale, per the brand.

In the commercial, a tow-truck driver is the main character. While he is struggling with snowdrifts and winter weather driving hazards, his nemesis, an Audi vehicle, drives by.

Engine revving is heard numerous times through the video spot, which does not include any music.

Audi likely made a smart choice by airing the commercial during the NFL playoffs, given that the audience was probably similar to Audi's core fanbase.

Condensed 30-second video clips will continue to air on national broadcast stations throughout the winter.

The automaker also posted a short teaser of the new commercial on its YouTube page late last week to help build hype for the video.

### *Audi's teaser video for the new commercial*

Shoulder to the wheel

Audi is also using mobile ads and social media to spread the reach of the campaign.

The automaker has updated its "30+ years of quattro" Facebook app that allows consumers to browse consumer-curated and branded images of cars with the quattro technology.

Consumers can browse the listings by the year of the car or the location from which the image was posted.

Audi has also created a playlist on its YouTube account that features 17 video clips from the brand's history that showcase the quattro technology.

The playlist titled, "Audi quattro AWD technology playlist," comprises 21 minutes of Audi-curated video content.

The videos are a mix-up of various winter-themed Audi commercials and celebratory videos such as “Audi quattro through the years.”

*"Audi quattro through the years" video*

Audi's development of the quattro technology marked the first time that a manufacturer was able to offer all-wheel drive technology for production sedans. It has since become an integral part of the brand's DNA, per Audi.

Audi is also placing mobile banner ads on weather and ski sites to help extend the reach of the campaign.



With the winter weather and the driving hazards that come with it rapidly approaching, Audi picked a good time to launch a campaign emphasizing the quattro technology.

“Audi's customers are curious, adventurous and entrepreneurial,” Mr. Lipman said. “They are the creative and bold new leaders of our country, and are the ones who drive progress.

“They require new tools, new ideas and new inspirations, but what they also need is a solid foundation built on confidence and trust, and that's what Audi quattro is,” he said. “It

was introduced over three decades ago and has set the industry benchmark for driver confidence and performance.”

Final Take

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