

TELEVISION

Audi uses social video to plug new A4

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By RACHEL LAMB

Audi of America recently launched a new television commercial called “Chirp” designed to celebrate the arrival of the new 2013 A4.

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Tagged with the ranking of highest-quality index of its class, the 2013 A4 boasts new technologies and a sleeker design. The commercial is being run on network and cable channels, as well as on the brand’s YouTube page.

“The spot highlights how drivers are excited and enthusiastic about the new A4 model for 2013, which has been refined with a host of product improvements and new technologies that will enhance the driving experience,” said Andrew Lipman, general manager of communications for [Audi of America](#), Herndon, VA.

“It also showcases the A4’s significance to the overall success of the Audi brand,” he said.

Video vixen

The Chirp video shows consumers turning their key fobs into musical instruments.

Chirping noises permeate the air to signify the arrival of the A4 as specific functions of the model are shown throughout the video.

The eighth-generation A4’s advanced technologies include Audi connect, an enhanced MMI Navigation plus system and re-designed LED daytime running lights.

“Chirp not only provides entertainment value, but it also celebrates the much-anticipated arrival of the new and improved 2013 model,” Mr. Lipman said.

“It allows us to deliver the message of our substance and show that Audi is continually striving to bring more advanced and more desirable vehicles to the road,” he said.

Embedded Video: <http://www.youtube-nocookie.com/embed/zz4IjcGnYiQ>

Chirp by Audi

Audi often leverages the TV audience for maximum viewership, mainly through its commercial spots.

For example, Audi marketed its R8 models with a 30-second TV commercial and a Twitter contest that built buzz for the brand and campaign ([see story](#)).

Also, in Audi’s ad during Super Bowl XLVI, a S7 vehicle attempted to wipe out the long-hyped vampire fad to promote its powerful LED lights that can apparently destroy creatures of the night ([see story](#)).

Social butterflies

The German automaker’s competitors are also using social video and TV spots.

For example, BMW Canada chose a social video that displays the speed, agility and performance dynamics of the automaker’s new M5 model that it hopes will maximize the model’s visibility and play to its strength.

The automaker opted for social video since luxury and high-performance automakers have die-hard fans, which increases the likeliness that this video will spread. The two-minute “Bullet” video was created for online channels, but shortened segments played in airports across Canada ([see story](#)).

TV is important for luxury marketers because it ensures a maximum viewership, but there is no guarantee that all of them are affluent.

However, Audi must remain on TV not only to ward off competitors, but to stay top-of-mind and hook aspirational consumers for later purchase.

“Television continues to be a perfect medium to showcase the Audi creativity and voice,” Mr. Lipman said. “It is an effective way to capture the attention of and engage our progressive audience.”

Final Take

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