

MULTICHANNEL

Audi collects mobile, email data via interactive video initiative

October 15, 2010



By PETER FINOCCHIARO

Audi of America is bolstering its database of mobile and email information by offering \$100 off a special driving workshop to consumers who opt-in via a new interactive video initiative.



The video experience is available at <http://r8experience.audiusa.com> and promotes the Audi R8 Sportscar Experience, a program that lets auto buffs test out the automaker's R8 vehicle at the Audi Sonoma Forum at Infineon Raceway, Sonoma, CA. The company is collecting the user information to aid in lead generation.

"Audi's high-end luxury model cars like the R8 enhance the value of the Audi brand," said Winter Mead, product marketing manager at Coincident TV, San Francisco. "This particular car has appeal because of its looks, speed and price. "Being able to bring those valuable elements of the car into the hands of an interactive video viewer bolsters the reputation of the company.

"In addition, it helps meld the company/customer relationship," he said. "Audi in this instance wanted to offer a discount to those already exploring and appreciating the Audi brand via this online interactive video experience."

Audi used Coincident TV's video platform to power the initiative. The experience is flash- and HTML5-based and iPad compatible.

The Audi R8 Sportscar Experience offers three different packages: A one-day program that costs \$1895, a two-day workshop with a price tag of \$3495 and a one-day advanced program for \$2495.

Starting price for Audi's 2011 R8 is \$147,500.

Taking video off autopilot

The video player includes six feeds that users can switch between by clicking on thumbnail images below the video player.



Coincident TV's media player for the Audi R8 promotion

The three thumbnails underneath the left side of the screen bring lead to synchronized video clips of one driver rounding the racetrack in an R8.

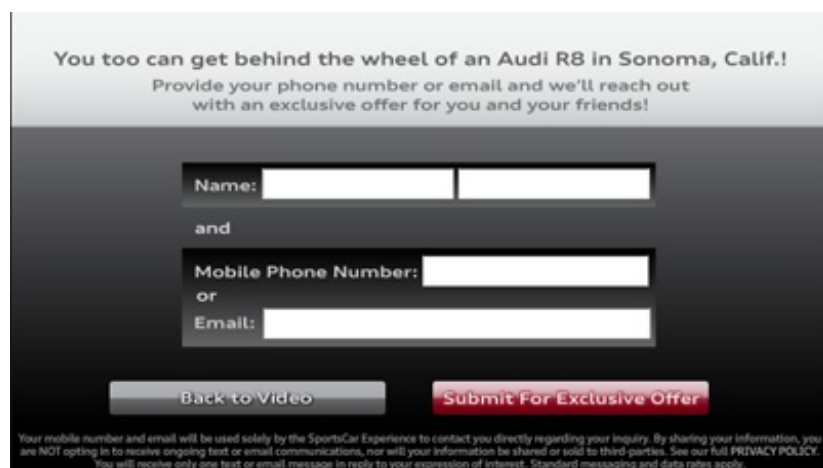
Once users start any one of the three videos, switching to another will let them continue watching from the same time but a different perspective – either in front of the car, behind the car or from inside the car.

The three other thumbnails load informational videos about the R8 Sportscar Experience.

An informational video featured in the initiative

A message will periodically generate at the bottom of the video player during each of the latter three videos, prompting viewers to click on the flashing sign-up button on the lower right side of the video player interface.

After clicking, the screen will cease playing the R8 videos, and instead fill up with a registration form asking viewers to enter their full names and either email addresses or mobile numbers for an exclusive offer to go to Infineon Raceway for the Sportscar Experience.



The image shows a registration form with a dark background. At the top, it says "You too can get behind the wheel of an Audi R8 in Sonoma, Calif.!" followed by "Provide your phone number or email and we'll reach out with an exclusive offer for you and your friends!". Below this, there are input fields for "Name:" (split into two), "Mobile Phone Number:", and "Email:". There are also "Back to Video" and "Submit For Exclusive Offer" buttons. At the bottom, there is a small disclaimer: "Your mobile number and email will be used solely by the SportsCar Experience to contact you directly regarding your inquiry. By sharing your information, you are NOT opting in to receive ongoing text or email communications, nor will your information be shared or sold to third parties. See our full PRIVACY POLICY. You will receive only one text or email message in reply to your expression of interest. Standard messaging and data rates apply."

Opt-in form

Consumers who entered their mobile number will receive an SMS message reading: "Thanks for your interest! Call 800.466.5792 and mention R8 for our offer of \$100 toward the cost of any Audi Sportscar Experience program."

The video platform also includes links to Audi's Facebook, Twitter and YouTube accounts.

"When people hear and see Audi, they think German engineering, fast cars, and the good life," Mr. Mead said. "The R8 Sportscar Experience gives these people additional behind-the-scenes insights into the racetrack driving experience as well as multiple angles to see this feat of engineering in action.

"The testimonials, high production quality, and ability to promote this experience by using social media sites like Facebook and Twitter gives Audi an additional outreach that they may not have had using traditional non-interactive video," he said.

Final Take

Peter Finocchiaro is editorial assistant at Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.