

INTERNET

Audi accelerates reach via online broadcasts

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By ERIN SHEA

German automaker Audi is accelerating its reach through a new online channel called Audi Media TV that will stream live broadcasts and brand news.

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The automaker is launching the channel by showing the release of a new Audi vehicle via live broadcast March 26 at 7:01 p.m. Eastern Time. This new brand channel will give Audi the ability to communicate information and news on a more immediate basis.

“This platform is brand loyalty at its best,” said Chris Ramey, president of [Affluent Insights](#), Miami.

“Broadcasts are topical, quick and have a short shelf life,” he said. “It also humanizes the brand.”

Mr. Ramey is not affiliated with Audi, but agreed to comment as an industry expert.

[Audi](#) did not respond by press deadline.

On air

Audi Media TV will host live broadcasts and offer access to a full range of Audi videos.

The new channel is an extension of the automaker’s media services.

Audi Media TV has its own Web site at <http://audimedia.tv>.

Currently, the site is live with a teaser video for the first broadcast March 26.



Audi Media TV site

The video gives a sneak preview of what is to come by showing a short introduction and a shot of the new Audi vehicle under a sheet on a race track.



Sneak peek of broadcast

Also, a news ticker at the bottom of the screen shows other brand news along with a countdown of the time left until Audi Media TV goes live.

Audi has created a reason for consumers to continue to visit the Web site through the countdown on the teaser video and the promise of ongoing content.

“It creates engagement and makes us want to see the next one,” Mr. Ramey said.

Moving forward

This new platform could help Audi gain more brand enthusiasts and boost Web retention rates with each video released.

Other brands have offered similar efforts to gain repeat visits and increase brand engagement.

For instance, Swiss brand Longines showcased its watchmaking history and timepiece collections via a weekly video series titled “Longines Museum.”

The 10-part series debuted in January and shows off various aspects of the brand and its

products through a new video each week. The videos are promoted through Longines' social media pages and its YouTube account ([see story](#)).

Also, French fashion house Chanel is introducing consumers to its brand heritage via a microsite Inside Chanel that retraces the people and events that led up to the creation of the label.

The interactive site features two- to four-minute short films that tell events and encounters marking the life of founder Coco Chanel ([see story](#)).

However, Audi's platform will be broadcasting live news and events, giving consumers who watch the broadcasts a feeling of knowing the information first.

The automaker is likely targeting those consumers who will share the news with others.

"Audi's core is progression," Mr. Ramey said. "The automaker wants the younger, more affluent, individual who is more likely to be watching videos and wanting to be looking at what's coming up.

"These consumers are the influencers and advancers," he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/IJSorlM8v1U>

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