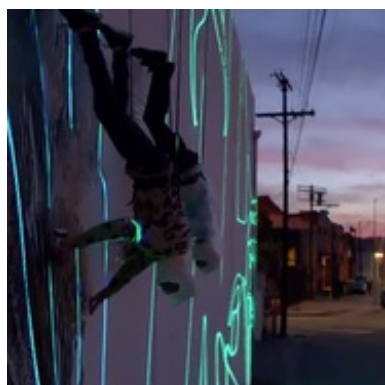


MULTICHANNEL

Audi of America aligns with triumphant underdogs in latest A3 campaign

March 18, 2014



By JOE MCCARTHY

Audi of America is unleashing the next wave of advertising efforts for its entry-level, sub-\$30,000 A3 model that hits the United States April 3.

Sign up now

Luxury Daily

The multichannel campaign revolves around a television spot featuring comedian Ricky Gervais and various other celebrities. Four other spots trail the lead commercial and convey ideas such as resilience and authenticity and build upon the buzz that began with the Super Bowl.

"Audi is entering the largest growing segment, entry-level luxury sedans," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

"They have a top quality product in this market segment," she said.

Ms. Fix is not affiliated with Audi, but agreed to comment as an industry expert.

Audi did not respond by press deadline.

Making noise

The central commercial in the campaign is called "Dues" and displays celebrities going about their work routines while saying the lyrics to Queen's "We Are the Champions." The

toil and grit that the song evokes will likely resonate with the target audience, who may feel that they have earned a new car.

Audi's "Dues" spot

Featured celebrities include Mr. Gervais, celebrity chef David Chang, internationally-acclaimed photojournalist Lynsey Addario, comedian Kristen Schaal, gold medal winning boxer Claressa Shields, street artists Cyrcle and inner city church choir Voices of Destiny, according to the brand.

Most of the scenes depict a situation that can be construed as paying one's dues.



Ms. Schaal in Audi's "Dues" commercial

The commercial concludes with Audi's "stay uncompromised" catch phrase, which has been used as a clarion justification for the new A3.

Audi's next spot "Names" features Mr. Gervais sitting in the new A3 as a girl, using the car's 4G LTE connectivity, reads caustic tweets about him from the backseat.



Mr. Gervais in Audi's "Names" spot

"That fang-faced wimp Gervais should keep his big mouth to himself and stay unfunny in his own stupid country. Loser," the girl reads at one point.

Audi's "Names" spot

Audi's MMI® touchpad with handwriting technology is showcased in a commercial called "Touch" starring chef David Cheng as he prepares a meal and extols the importance of making real food in an artificial landscape.

Audi's "Touch" spot

Two other spots eschew narrative to focus solely on features of the A3.

Audi's "Hugs Corners. Cuts None." spot

One of the ads displays the A3's driving control and the other showcases the MMI touchpad.

Audi's "Signature - MMI® Handwriting" spot

A social campaign will launch in April and out of home advertising will appear in places such as Lincoln Tunnel in New York.

Furthermore, dealers can access out-of-home, print, radio, digital banners, social media and web assets, dealership projection lighting, point of sale banners and CRM email templates, according to the brand.

According to adage, "Audi's A3 campaign will air heavily during Turner Sports' coverage of the NCAA "March Madness" college basketball tournament. The luxury brand is also buying time on the spring season finales of TV series such as 'The Walking Dead.' It will also advertise the A3 during the NBA Playoffs and on ESPN."

Audi originally catapulted its A3 model during the Super Bowl.

The German automaker's spot depicted the nightmarish mix of a chihuahua and a doberman pincher. The "doberhuahua" has a small body and a massive head and terrorizes people at dog shows and on sidewalks.

Canadian musician Sarah McLachlin, known for the advocacy work she does for abused

and abandoned dogs, makes a cameo appearance to ask viewers to help “these misunderstood animals” as the dog attacks her guitar.

The commercial concludes that compromise is a bad choice. Therefore, Audi will not compromise its luxury standards when making new vehicles, such as its entry level A3 model ([see story](#)).

New territory

As luxury automakers continue to search for more consumers, price points will continue to drop. Entry-level models have received substantial marketing attention as of late.

For instance, Italian automaker Maserati reinforced its dedication to the North American market during the Super Bowl with its first television commercial.

The commercial promotes the Ghibli model, the brand’s first under \$100,000 vehicle, evincing a movement toward inclusivity. Also, the commercial’s cinematic nature featuring actress Quvenzhane Wallis aligned with the brand’s image during an occasion that often has less to do with reputation building than with conversation shaping ([see story](#)).

Despite the splintering tension between exclusive luxury and inclusive entry-level, Audi has been anything but quiet in its promotions.

"Adding comedians to their commercial that are well known helps put more eyes on Audi," Ms. Fix said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/mkaaSc_d5K4](https://www.youtube.com/embed/mkaaSc_d5K4)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.