

- Order of slide
 - Campaign
 - Talk about the use of Ronaldo and Jenner to promote Audi A1
 - Making of a commercial, Social Media posts featuring them and the car
 - Talk about having the World Cup Sponsorship
 - Commercial played during the world cup, talk about storyboard of the commercial
 - Audi logo featured on Jerseys
 - Who we are reaching (audience)
 - The hard working individual that values quality product.
 - Both men and women, show video of target consumer mood board
 - How we are reaching them (social media platforms)
 - Talk about use of Audi A1 social media profiles (Instagram, Twitter, etc.)
 - How the customer interacts and learn more about Audi through them
 - Snapchat geo tags
 - Creation of playlists sponsored by Audi x World Cup (pre-game playlist, long drive playlist, etc.)
 - Why we are reaching them through the World Cup (audi to the US.)
 - Audi A1 and A1 Sportback are already sold in many European countries and it is now being introduced to the US
 - The world cup is an event (that targets our target market) that brings the whole world together
 - We are bringing the whole world together through the Audi A1
 - Our influencers represent our target market and are widely known enough to make the campaign successful
 - How they are benefiting from Audi (connection to technology- taking them from point a to be in luxury, style, technology convenience)
 - Our slogan is to Unify through innovation.
 - The innovative features of the Audi exemplifies the modern and technology driven lifestyle that the world is changing into. Since we are unable to stop to progression of technology and innovation, our car should be designed to keep up with that
 - The brand Audi aims to be a luxurious brand that offers innovation and style to all their customers at an affordable price, all while giving the purpose of transportation.
 - Innovation in every aspect of life is a worldwide occurrence, therefore, the Audi is a universal car since it represents that
 - Audi A1 is retailed in many countries not including the US and the act of bringing it to the US works in unifying many countries together, similar to the World Cup.
 - World Cup brings everyone of all nationalities together and a campaign with Audi would allow the Audi A1 to become the unifier.

<https://www.campaignlive.co.uk/the-work/advertiser/audi/6970>

Audi A1

Why: Progressive

How:

1. Custom options
2. Efficient technology
3. Modern communication solutions

What: Audi A1

Personal Benefits:

- Financial: Not too expensive - \$27,600 (Sportback 1.0 TFSI)-\$40,800 (Sportback 1.8 TFSI S Line).
 - a. Audi is a reliable car, allowing customers to safely use it for many years.
- Strategic: small size and efficient engine range makes it fuel efficient - customers like this as it costs them less for gas
- Personal: Gives you a sporty vehicle without the high price tag of a luxury car.

Will the person's life improve after investing in the product or business?

1. Innovative and sleek design = cool feeling / lifestyle
2. Will have a means of transportation which did not break the bank while giving a luxury feel

When the interaction is over will the world be a better place?

1. Audi has sustainability programs which they run their businesses by = better for world if you drive an audi
2. Audi has a goal of reducing the amount of CO2 emissions and reduce fuel consumption
3. Trying to expand and use more mobile working so when you complete a transaction with audi that is helping to expand mobile working and give their employees flexible hours

Identify what the brand represents and benefits
Next class at 1015- brand proj 3 and 4
Brand character big idea all that stuff from parts 3 and 4
Creative brief and objective and where message will be expressed
Introduce Audi A1 to the public to US
Everything we find will be from european
Presence on USA sites and accounts
This car is not available at any us dealership

Idea maybe put an Audi A1 sportback at metlife , yankee stadium, fenway, ...
DEALERSHIP EXPERIENCE is IMPORTANT (he said shouldn't be overlooked)

What makes audi a luxury car and why different from competitors?

MEDIA BRIEF: WHERE THE MESSAGE IS BEING EXPRESSED

Earned Media

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Shared Media

- Partner with celebrities/influencers in social media posting and advertising
- Have Audi become a sponsor of a program or event that hits the same target market
 - Sporting Event
 - Olympics
 -

Owned Media

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Paid Media

- Captivating TV commercials exaggerating the big idea of the brand
- Host an official "red carpet event" welcoming Audi A1 to the US
 - Invite celebrities that are cohesive with the Audi brand to come
- Tech conference sponsor

CREATIVE BRIEF

Communication Objective: To convince the consumer that the Audi A1 is the most progressive, innovative, and luxurious car on the market.

Target: Upper middle class, upper class, those with an interest in luxury cars, men and women, those with a license

Support:

1. Sport design - close to ground, all-wheel drive
2. Custom options - allows the car to be more appealing to any customer

Brand Character: "Advancement through technology"

All about innovation, custom options,

Tone:

Single Minded Proposition: Audi wants to emphasize how luxurious and innovative the A1 is

BIG IDEA:

Innovation

Campaign on new years

- Campaign revolved around experience
- Tech conference, Audi room
- Sponsor with marvel movie? Iron man inspired car
- Make a mood board, sleek technology innovative style, simple yet luxurious

Commercial w Cristiano Ronaldo and Kendall Jenner - storyboard

World Cup sponsorship

Apple features in car

Show social media platforms