

Audi Advertising *Brief*

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Bond History

Founding of the brand



- 1899: August Horch founded the Horch Motor Car Company. Horch's automotive philosophy: to manufacture only high-performance luxury vehicles.
- 1909: Due to a trademark dispute, Horch departed and established the Audi Motor Car Company in Zwickau, adopting the Latin word 'Audi' (meaning 'Hear') as its name.

Key Milestones in the Brand Story

- 1910–1914: Audi produced a series of models including the Type A–E, with the Type C (14/35 PS) securing multiple victories in the Austrian Alpine Rally, earning it the title of ‘Alpine Champion’.
- 1921 Audi Type K: The first left-hand drive luxury saloon produced in series, propelling left-hand drive to mainstream status.
- 1923: Paul Jarré applied streamlined body design principles to Audi's automobiles, achieving a drag coefficient (Cd) of just 0.245. However, this design did not align with contemporary public aesthetics. (Later, Audi also paid homage to this tale in its A5 Coupé commercial, “The Ugly Duckling”.)
Video link: https://youtu.be/ep8X3Lms5zY?si=LhnOQI7COPypTJ_i
- 29 June 1932: During the Great Depression, Audi, Horch, DKW and Wanderer faced financial difficulties and merged to form Auto Union AG. The four-ring emblem was formally adopted, symbolising the union of the four companies and establishing Germany's second-largest automotive group.



Quattro



Quattro is Audi's iconic permanent all-wheel drive technology, first introduced in the Ur-Quattro model in 1980. Its core principle ensures constant power distribution to all four wheels, significantly enhancing traction and handling stability on complex surfaces such as slippery roads and off-road terrain compared to two-wheel drive. After multiple generations of refinement, it has evolved from early mechanical differentials into an intelligent all-wheel drive system integrating electronic control and hybrid technology, now widely deployed across Audi's production vehicle range.

- 1977: Inspired by the snow performance of Volkswagen's Iltis military off-roader, engineers proposed a four-wheel-drive system for passenger cars.
- 1980 Geneva Motor Show: The inaugural Ur-Quattro debuted as the world's first production saloon featuring permanent four-wheel drive and turbocharging. Its open centre differential with manual locking mechanism and lightweight hollow drive shafts pioneered lightweight construction.
- 1982–1984: Three consecutive World Rally Championship titles propelled four-wheel drive to become the dominant technology in rally racing.

E-tron

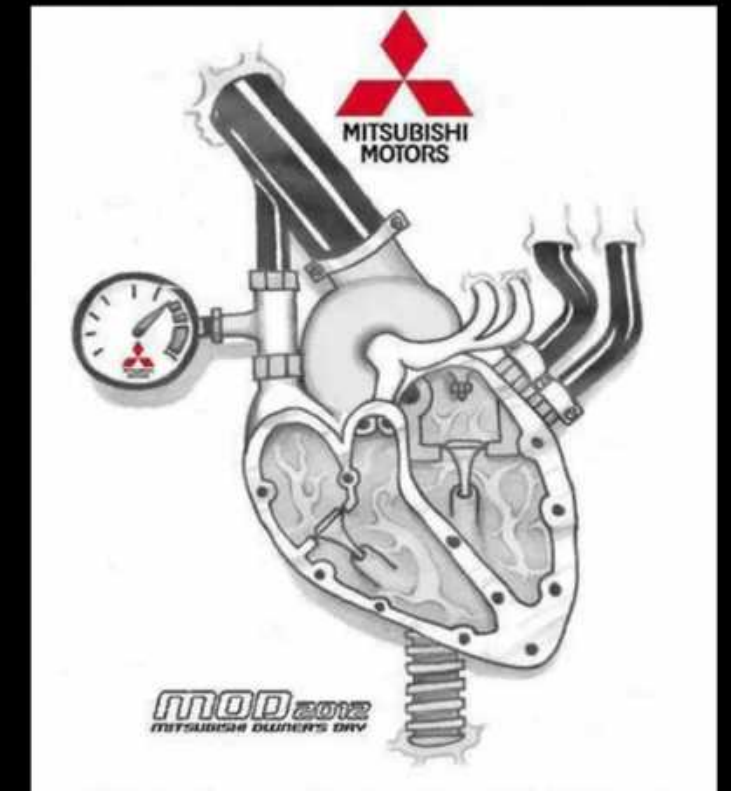
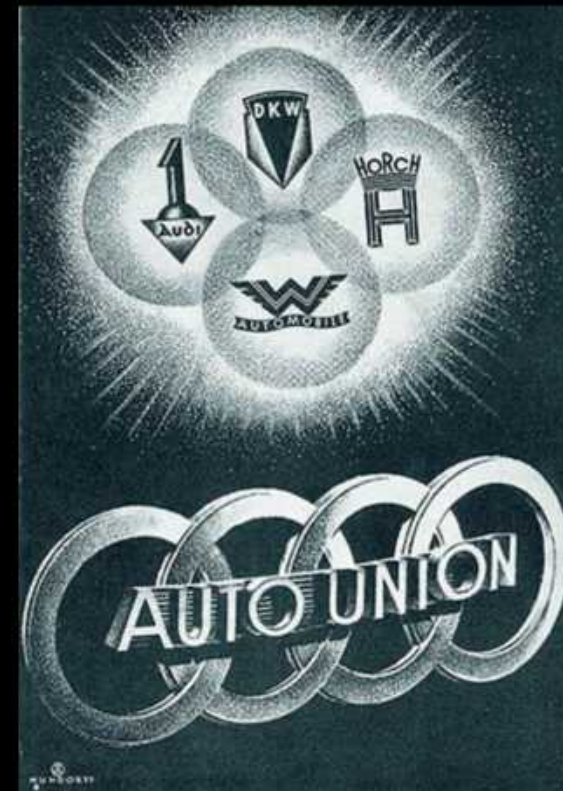
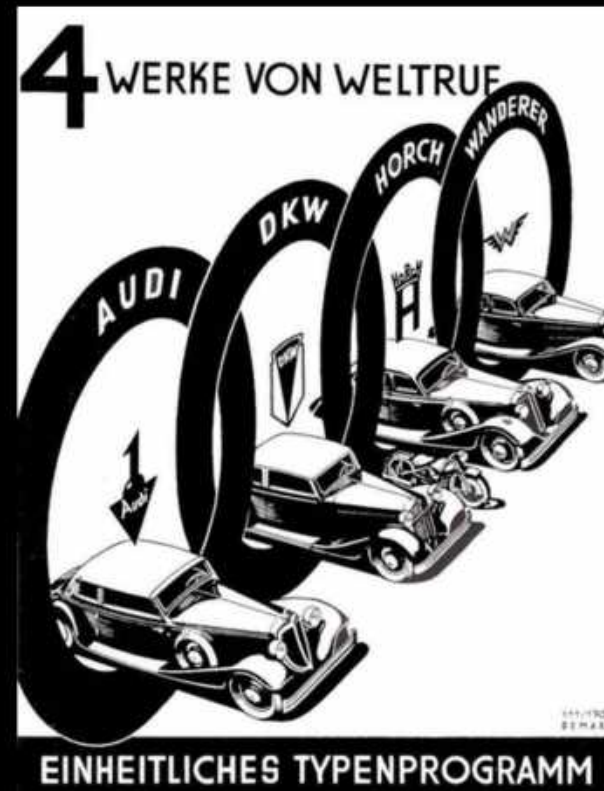


e-tron is the exclusive designation for Audi's range of pure electric and plug-in hybrid vehicles, simultaneously representing the brand's electric propulsion technology system.

First introduced as a concept vehicle in 2009, the first production-ready all-electric SUV, the Audi e-tron, was officially launched in 2018. The range now encompasses multiple models including SUVs and coupes. Core technologies include electric all-wheel drive, efficient energy recovery, and 800V high-voltage charging. It serves as the central vehicle for Audi's comprehensive electrification transformation.

- 2009: The inaugural e-tron concept car debuts, testing the waters for electric all-wheel drive
- 2014: The A3 Sportback e-tron plug-in hybrid enters production, marking the first e-tron model to reach the market
- 2018: The first all-electric SUV, the Audi e-tron, is launched, ushering in the all-electric era
- 2021: The high-performance e-tron GT goes on sale, expanding the all-electric product range
- 2024: Production models based on the PPE platform commence, enhancing range and charging efficiency

Reference *storytelling ideas*



User Analysis



Age: 25–55

Hardcore Fan



Age: 18–35

Casual Entertainment Viewer



Age: 20–45

Analytical / Aspirational User



Age: 30–65

Social & Cultural Viewer

User Type
Characteristic attributes

	Hardcore Fan	Casual Entertainment Viewer	Analytical / Aspirational User	Social & Cultural Viewer
Nature	Demographic attributes Gender: Predominantly male Occupation: Working and middle class (engineering, IT, finance, skilled labor) Location: Primarily UK-based, especially traditional football cities	Demographic attributes Gender: More balanced Students and early career professionals	Demographic attributes Sports students, coaches, engineers Predominantly male, with increasing female participation	Demographic attributes Family viewers, overseas audiences, migrant communities
	Material conditions <ul style="list-style-type: none"> Stable income Able to afford long-term subscriptions Rational consumers, but highly loyal to core interests 	Material conditions <ul style="list-style-type: none"> Limited disposable income Preference for short-term subscriptions or shared access Price-sensitive 	Material conditions <ul style="list-style-type: none"> Middle or upwardly mobile middle class Subscription viewed as an investment 	Material conditions <ul style="list-style-type: none"> Wide range of income levels Strong emphasis on emotional and familial value
Behaviour	Lifestyle habits <ul style="list-style-type: none"> Daily routines structured around match schedules Regular weekend viewing habits Primary viewing spaces include home and pubs 	Lifestyle habits <ul style="list-style-type: none"> Fragmented viewing habits Heavy reliance on mobile devices and social media Preference for highlights over full matches 	Lifestyle habits <ul style="list-style-type: none"> Rewatching and analytical viewing Cross-platform information use High demand for data-rich content 	Lifestyle habits <ul style="list-style-type: none"> Collective viewing practices Strong ritualized consumption
	Product Habits <ul style="list-style-type: none"> Preference for practical and reliable vehicles Cars function primarily as tools, with moderate status symbolism 	Product Habits <ul style="list-style-type: none"> Emphasis on design, technology, and branding Cars function as lifestyle extensions 	Product Habits <ul style="list-style-type: none"> Preference for technically sophisticated vehicles Focus on engineering logic and performance metrics 	Product Habits <ul style="list-style-type: none"> Preference for safe, reliable, family oriented vehicles
Cognition	Demographic attributes Primarily UK-based, especially traditional football cities	Demographic attributes Students and early career professionals	Demographic attributes Sports students, coaches, engineers	Demographic attributes Family viewers, overseas audiences, migrant communities
	Material conditions <i>In the middle</i>	Material conditions <i>Low</i>	Material conditions <i>In the middle</i>	Material conditions <i>Low</i>
Value	Society <ul style="list-style-type: none"> Sport functions as a key site of male social bonding Strong local and community identification Sky Sports perceived as an authoritative institution 	Society <ul style="list-style-type: none"> Sport viewed primarily as entertainment Focus on celebrity and spectacle Comfortable with commercialized sports culture 	Society <ul style="list-style-type: none"> Identification with expert and elite knowledge cultures Sport understood as an analytical system 	Society <ul style="list-style-type: none"> Sport serves as a medium of cultural belonging Sky Sports functions as a gateway to mainstream culture
	Individual <ul style="list-style-type: none"> Deep internalization of fan identity High emotional investment Sky Sports seen as irreplaceable 	Individual <ul style="list-style-type: none"> Emotion driven consumption Weaker identity attachment Highly influenced by storytelling and media framing 	Individual <ul style="list-style-type: none"> Strong aspirational motivation Athletes and professionals function as role models 	Individual <ul style="list-style-type: none"> Strong emotional attachment Sport sustains personal identity continuity

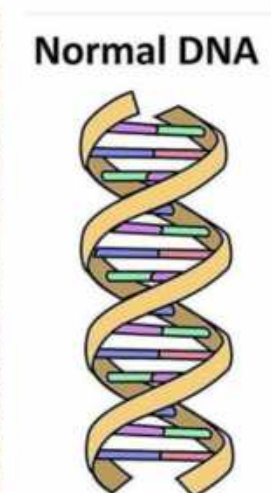
Funny Commercials

https://youtu.be/qgj2ZAYDv5k?si=LjMMH4Q0AFVn_9d

<https://youtu.be/tEykdHLV4Gc?si=jV4r3z-CbvwCzlg2>



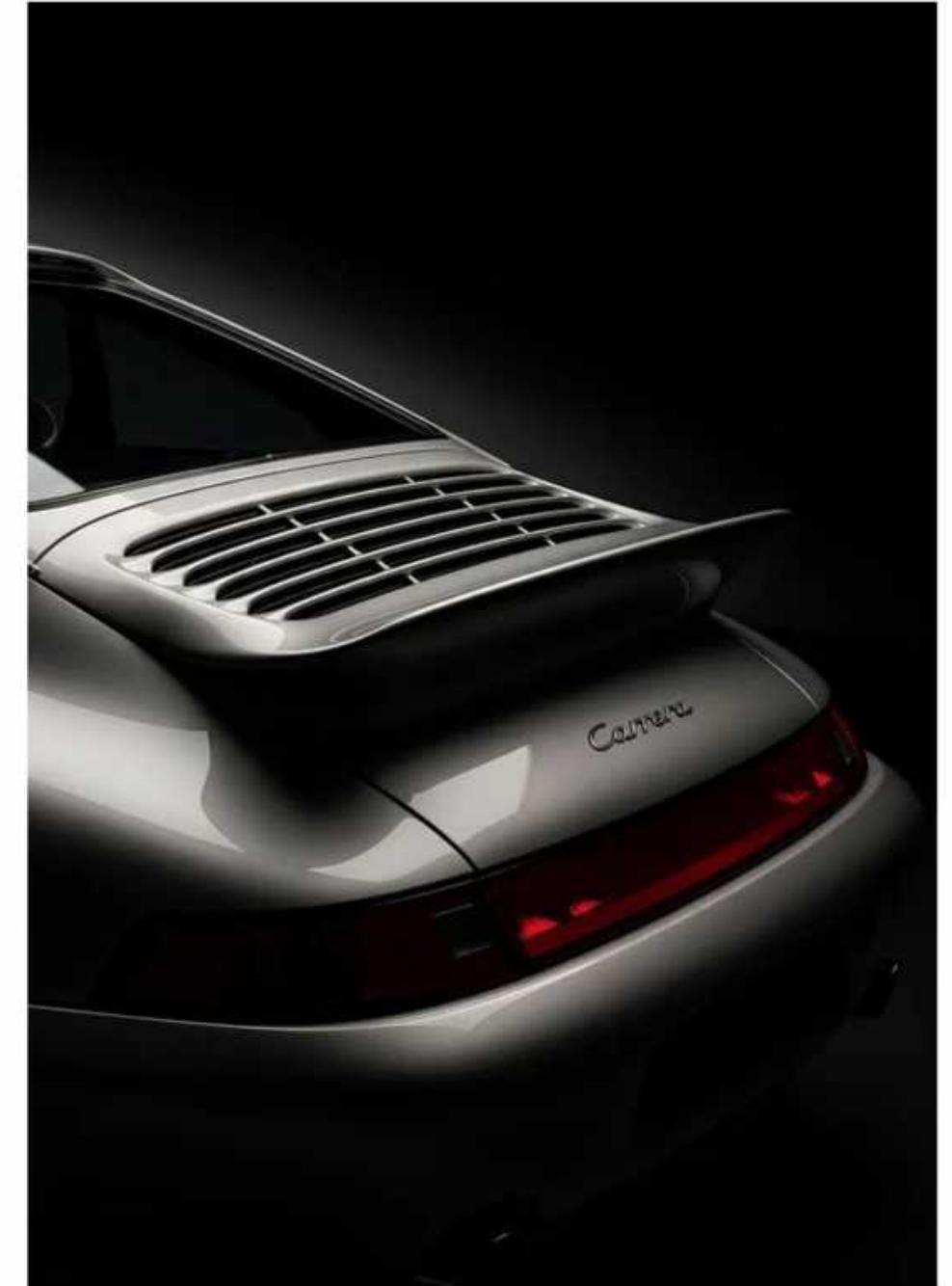
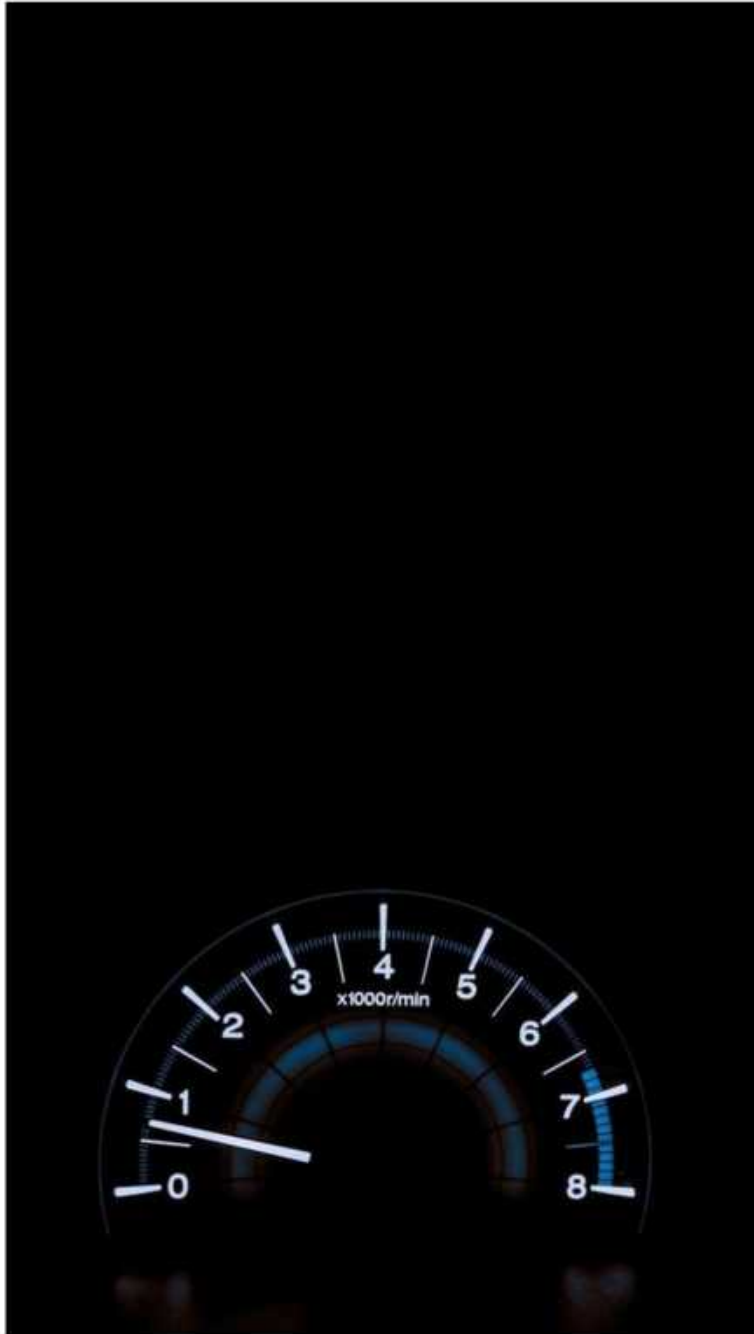
Concept *Reference*



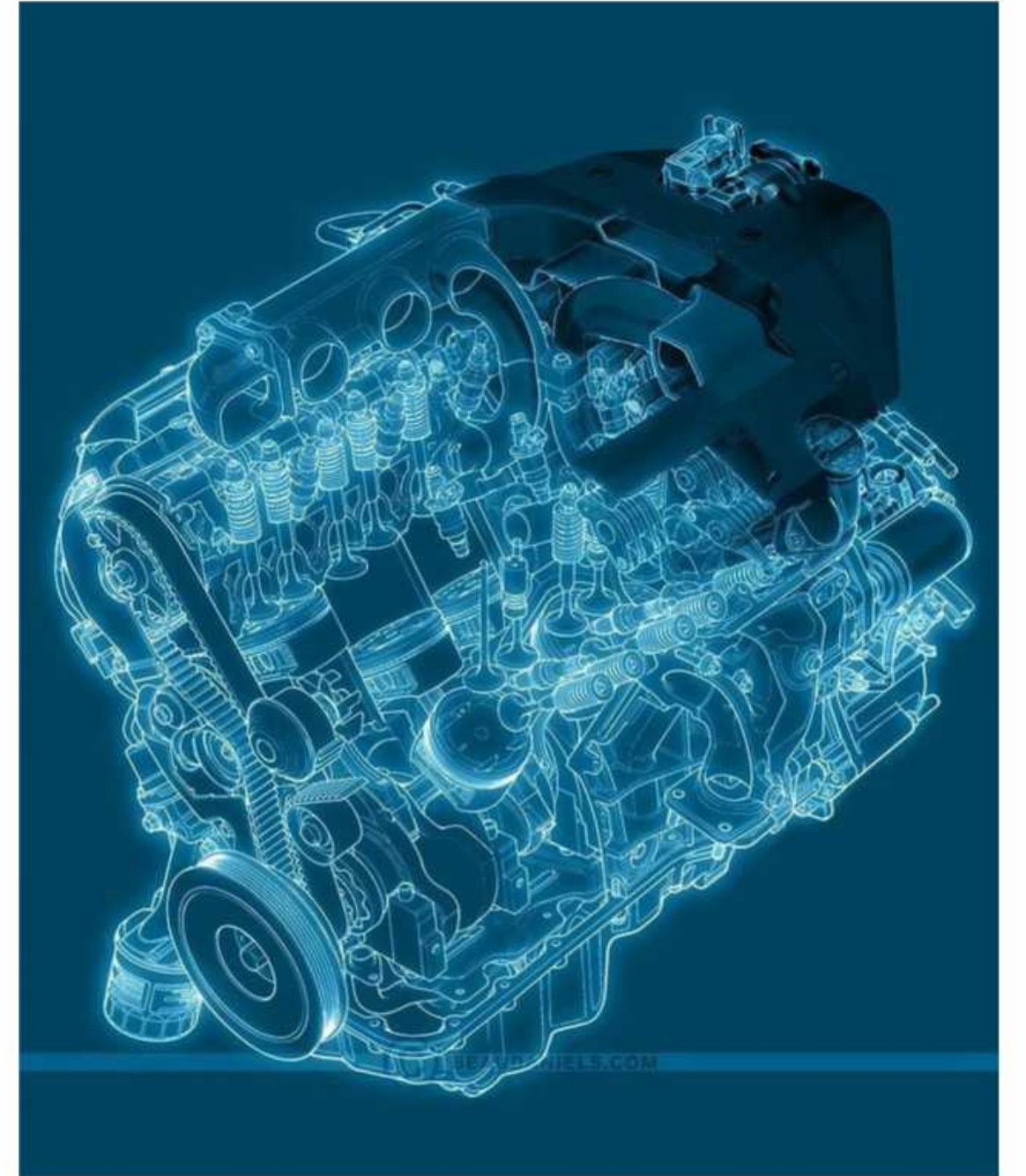
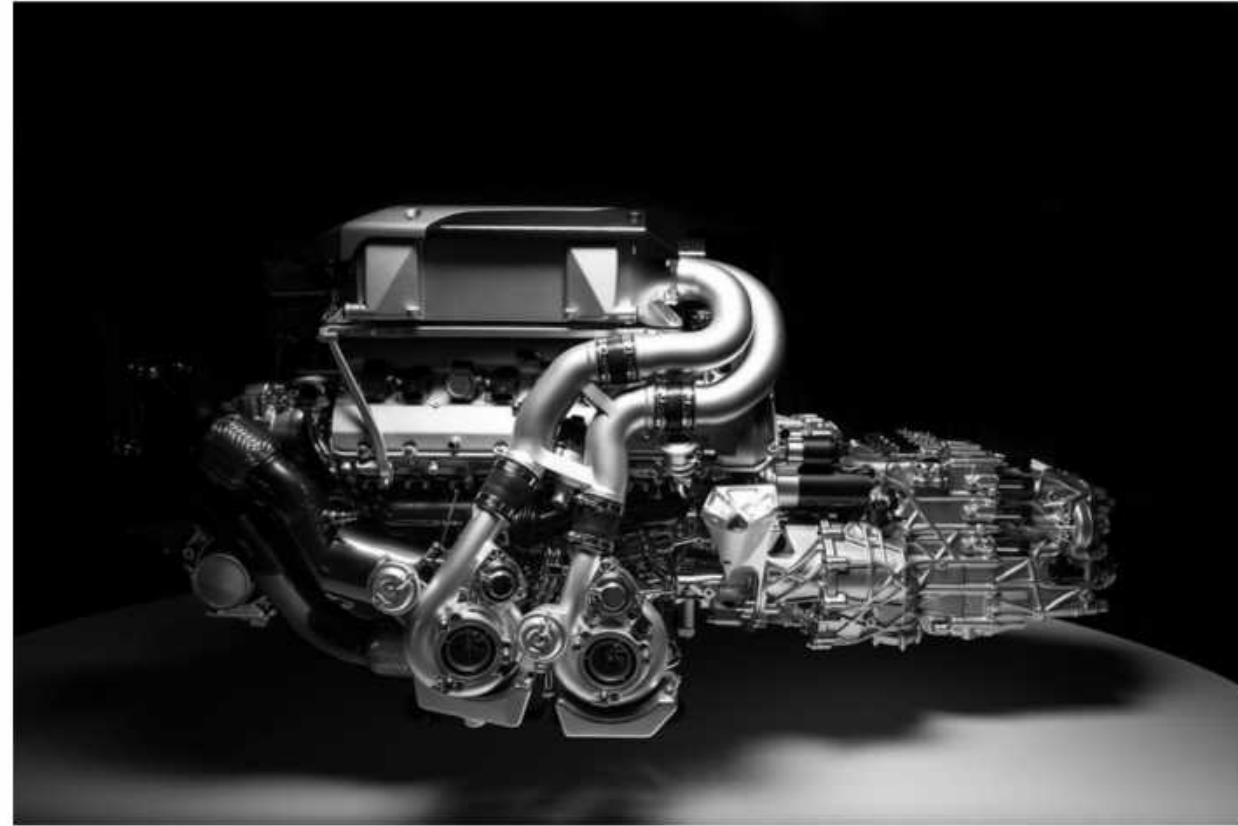
Reference *atmosphere*



Reference



Reference



Music

Power / Control / Authority

<https://youtu.be/Ed-BZ29IRwE>

<https://youtu.be/9bJPxO9iWKM>

Pounding beats :

In automotive adverts emphasising 'power and handling', heavy percussion directly stimulates auditory nerves, evoking associations with 'mechanical force'

Epic atmosphere :

Audiences of platforms like Sky Sports are accustomed to intense rhythmic experiences

Inherent synergy with sports highlights editing:

Drum beats paired with athletic visuals



Thank *You*