



AUDI

What's Your Type?

ABOUT



Founded in 1899 as Horch & Cie. Motorwagen-Werke by August Horch, Audi is among the world's leading producer of premium cars. Horch left Audi in 1920 to take a high place in the Ministry of Transport, but in his short time at the company, he had made the brand globally recognized.

Audi's modern era has emerged to be as technologically advanced as ever, beginning with the turbocharged Quattro, the world's first four-wheel drive sports coupe, introduced in the 1980s. During the 2000s, sales increased rapidly, and this trend has continued into this decade. Audi achieved peak sales in May 2011 and manufactures cars in seven countries around the world.

Audi stands for high quality, progressive design, technology, style, and excellence. It's innovation is the key reason for their success.

Mission Statement

Audi is an internationally renowned manufacturer of high-quality cars. Our success has been achieved through creativity, commitment and the ability to generate enthusiasm. The wishes and emotions of our customers are the guiding principles behind our every action.

Vision Statement

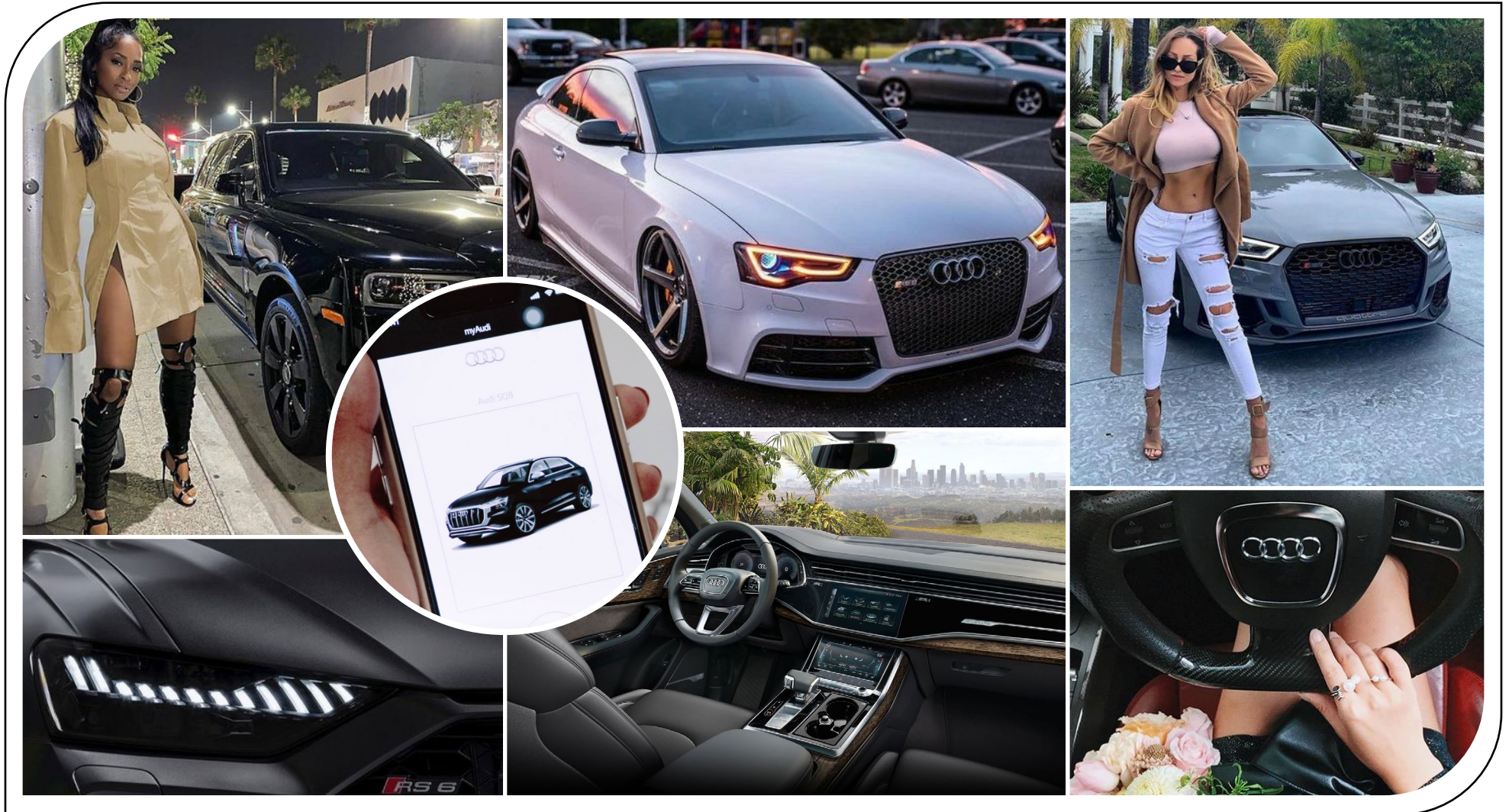
The vision of Audi Company is “Audi- the premium brand”. Audi products are convincing in its brand values, sportiness, permissiveness and also superiority. The mission statement also plays an important role on the path to lead Audi to become the leading premium brand.

Values

- Digitalization
- Sustainability
- Urbanization
- Integrity
- Respect
- Cooperation



MOOD BOARD



Demographic

- Age Group - 30-45 years women.
- Business professionals, entrepreneurs - generating high disposable income.
- Upper class.
- Married and unmarried women, with or without children
- No ethnicity boundaries.
- Targeting worldwide.

Psychographic

- Independent, sophisticated, and modern women.
- Luxurious lifestyle.
- Prefer exclusivity and customization.
- Digitally active.
- Individuality and are not confined to stereotypical feminine preferences.

Behavioral

- Work-Oriented.
- Do not shop impulsively, fewer but best quality products.
- Drives car that suit her professional field and is a social marker.
- Actively participate in charities.
- Sets specific preferences before purchasing cars.





- Name - Jessica Lewis.
 - Age - 29.
 - Location - Atlanta.
 - Status - Unmarried.
 - Occupation - Creative Director.
 - Income - \$100,000 USD.
- Drives luxury car and loves shopping from luxury brands.



- Name - Sarah Jones.
 - Age - 35.
 - Location - New York.
 - Status - Married, two children.
 - Occupation - Lawyer.
 - Income - \$120,000 USD.
- Spends time with her family during weekends.



- Name - Betty Collins.
 - Age - 38.
 - Location - Miami.
 - Status - Married, no children.
 - Occupation - Entrepreneur.
 - Income - \$98,000 USD.
- Loves traveling and have regular outings with her friends.



Film

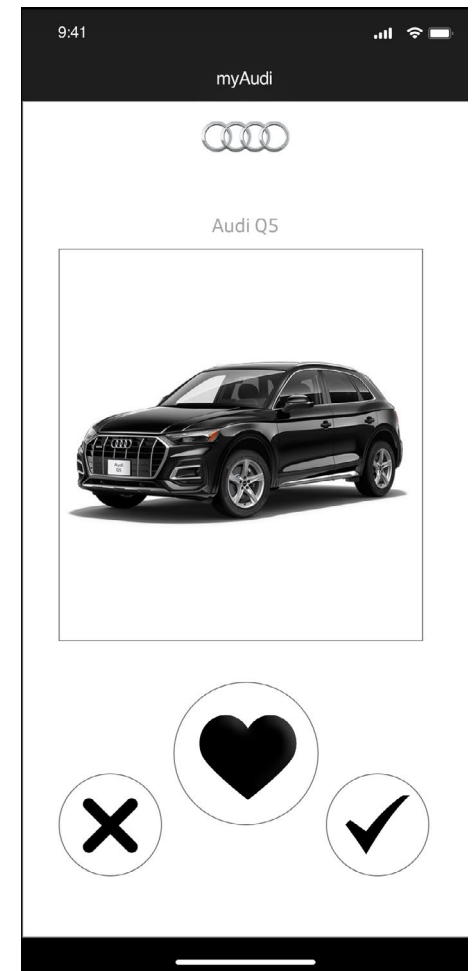
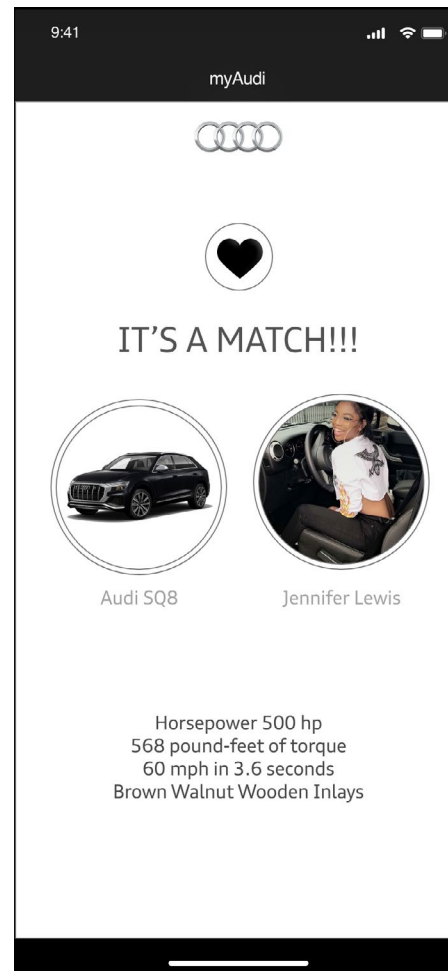
- **Title** - What's your type?, Audi.
- **Hashtags** - #myAudi.
#Whatsyourtype?
#Dreamcar.
#Futureawaits.
- **Duration** - 58 secs.
- **Music** - 3,000 miles by Champs.
- **Mood** - Desirability, Individuality, Satisfaction by Driving Dream Car.

Credits

- Director - Micah Rodrigues.
- Producer - Simran Patel.
- Producer - Milae Wilson.
- Assistant Director - Rou Marcellus.
- App Developer - Shruti Dasgupta.
- Location - SCAD.
- Music - Champs.

MARKETING STRATEGY

As Audi is known for its style and excellence, the film will focus on individuality of women who are not confined to limited preferences. Taking inspiration from the concept of swiping left or right in the dating apps, this Ad will showcase women typing in her preferences and swiping left or right to see what is her match. This symbolizes that Audi has cars that suit women with various preferences and compliment all forms of style.





Plot - This Film targets independent women who are capable to purchase Audi as per their preferences. The film spotlights Audi Q5 and shows it's desirability.

Narrative Arc

- **Exposition** - The film starts with a young professional working in the office.
- **Rising Action** - Suddenly a notification pops up from myAudi app. She sets her car preferences in the app and the app curates car options.
- **Climax** - She swipes left and right just like dating apps. She comes across Audi Q5 and swipes right.
- **Falling Action** - She is happy to find her dream car.
- **Resolution** - She meets her dream car and drives with immense pleasure.



FILM



*Click on the image above

REFERENCES

<https://www.audi-mediacyenter.com/en/company-193>

<https://www.instagram.com/audi/>

[https://www.pinterest.com/search/pins/?q=audi%20girl&rs=typed&term_meta\[\]=audi%7Ctyped&term_meta\[\]=girl%7Ctyped](https://www.pinterest.com/search/pins/?q=audi%20girl&rs=typed&term_meta[]=audi%7Ctyped&term_meta[]=girl%7Ctyped)

<https://www.osv.ltd.uk/brief-history-of-audi/>

<https://www.comparably.com/companies/audi/mission>

Link for the Film - <https://www.youtube.com/watch?v=eeIuciyroeA>