

CAANZ Beacon Awards 2016

Case Study

Agency Name: FCB Media
Advertiser Name: Audi
Gold Beacon Award Category: Best Use of Event/Activation

Quattro Bistro

In the face of major increased spend by its key competitors and encroachment on its 'quattro' brand heartland of alpine sport, Audi needed a response that would get customers' attention. FCB Media created a unique event that engaged local consumers, was ranked in the top five Audi campaigns globally and won Gold in the Best Use of Event/Activation in the Beacon Awards.

Background

In 2015 Audi was under major threat from its key competitors who had increased spends by 91% YOY. Audi's budgets had remained flat, meaning BMW and Mercedes were outspending them significantly.

To make matters worse, these competitors were encroaching on Audi's quattro brand heartland: alpine sport. Where once Audi's Ice Drive Experiences – a driver experience on the ice – was unique, now BMW and Mercedes both offered the same.

With winter approaching, Audi needed to respond.

Campaign Objective

Audi asked FCB Media to hero their quattro (4WD) system by leveraging their association with the upcoming Winter Games and a range of their properties, including ambassadors and the Ice Drive experience.

The task was to drive awareness of Audi quattro's capability to a new car buyer audience, capture data for lead generation and improve high value customer loyalty.

Campaign Overview

Using the global quattro TV ad wasn't an option for meeting these objectives as it wouldn't assist with lead generation or customer loyalty and wouldn't leverage Audi's multiple properties. Nor did the budget allow for the kind of cut-through that would be needed against the weight of competitive spend.

Plus, FCB Media was dealing with a discerning audience. A typical premium new car considerer can afford most things, so gaining their interest isn't easy. Uniqueness would be the key to capturing their interest on a limited budget.

Media Strategy

In order to offer a premium, compelling experience that would showcase the quattro and achieve the objectives of rewarding loyal customers, enticing data collection and create engaging content to share with a wider audience, FCB Media developed an exclusive dining experience: 'Audi quattro Bistro'.

It was a first of its kind restaurant at high altitude in the Southern Alps, but with a twist. FCB Media knew that however unique their idea was, the quattro drive system had to be front and centre – so the kitchen was more than 1km from the glass dining room, meaning the food had to be raced there at up to 160kmph over ice roads by stunt drivers in Audi quattros. The additional properties were leveraged by holding the event during the opening weekend of the Winter Games and working with Audi ambassador celebrity chef Simon Gault.

Adding to the complexity of the project was the need for projection modelling to determine snow load on the roof, strict permits and health and safety requirements for building a temporary structure in an alpine location.

FCB Media invited Audi's highest value customers to the event and offered the chance to win seats to members of the public who booked a test drive, using press and digital to focus on Audi's 11 dealership location. They captured content as it unfolded, creating a 2'40" segment which launched across social and digital channels, tightly targeting premium new car considerers and generating digital leads.

Results

FCB Media created a world-first activation that was so successful in meeting its objectives that it was ranked in the top five Audi campaigns globally.

The Audi quattro Bistro content was seen by more than one million New Zealanders and was Audi NZ's highest ever viewed piece of content. It drove over 26,000 new visits to the Audi website, informing 1.2 million+ remarketing impressions to a new audience.

There were 25 direct requests for test drives and feedback after Audi quattro Bistro was overwhelming, with three customers purchasing vehicles directly after the event.