



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018

Case Study

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

Audi – The Melting Offer

Audi needed its latest retail offer to not only stand out from its competitors but to integrate an event sponsorship in Queenstown too. By re-focusing the retail message and creating an innovative live promotion with mass reach, FCB Media helped deliver record results for Audi and won Gold in the Best Use of Event/Activation category in the Beacon Awards.

Background

Although premium automotive shoppers buy the very best cars as a statement and indulgence – looking for premium engineering or the finest in luxury – the retail messaging for these brands can become surprisingly similar, with focus on the offer, rather than the brand.

In August 2017, Audi's offer was a \$6k discount on any Audi quattro vehicle. With average quattro (4WD) vehicle prices sitting at \$95k¹, the discount wasn't significant, nor was it significantly different from its competitors.

Campaign Objective

In a media brief, with no input from the creative agency, Audi wanted FCB Media to help it use this offer to boost sales and leads. Its specific objectives were:

- Boost sales in August by 20%.
- Sell 25 additional cars (\$3m in revenue) in just one month, meaning 125 verified leads on top of the monthly baseline

¹ Source: Audi New Zealand sales and parts supplied figure: 2017, Q4.

The campaign also needed to integrate with Audi's sponsorship of the Winter Games snow sport event in Queenstown.

Campaign Overview

FCB Media's insight came from what it saw as a disconnect in discounting a luxury item. It found that when luxury is the key purchase motivator, discounting begins to undermine the premium brand that originally enticed customers. Its insight was that the focus on the discount wasn't the solution – it was the problem.

Rather than focusing on the discount to differentiate, FCB Media's retail campaign would highlight the Audi brand personality and tap into the real motivators for why people buy Audi: exhilaration and exclusivity².

The campaign strategy would focus media on the timing of the offer to bring a genuine "rush" to the Audi retail experience, while tying it to the Winter Games in Queenstown. The media idea was to carve the retail offer out of ice, in Queenstown. While the ice was there, buyers could access the \$6k offer by registering at Audi.co.nz.

Such a niche event in a single location needed to fuel urgency and have nationwide reach to deliver scale and sales. The media had to make the audience feel like they were in Queenstown, in front of the activation and that the clock was ticking.

Media Strategy

FCB Media teased the activation a week before launch with a TVC asking for pre-registrations, and tempting prospects in display with TradeMe auto shopper and 1st party data segments.

The 'Melt' launched with live announcements in a live TVC in 1News and a live cross on Newstalk ZB with NZ's top freestyle skier Jossi Wells. "As live" press appeared in Saturday papers by negotiating the maximum stretch material deadline, so readers saw the ice as it was just a few hours before.

On-going live coverage of the melting ice maintained the drama for potential buyers and included the longest continuous live stream built into HTML5 banners ever in NZ; prospects were programmatically served a live stream of the offer literally melting before their eyes; and there was a media-first live feed as one Metservice's mountain snow cameras.

With the ice melting twice as fast as expected, media had to deliver the required registrations in half the time. Programmatic tease and launch phases had established qualified audiences based on engagement - in real time FCB Media re-allocated 30% of remaining inventory exclusively to proven in-market prospects, ensuring effective final reach.

The ice was gone after just one week, leaving registered shoppers 30 days to go into dealerships and buy. FCB Media timestamped each customer registration and served dynamic weekly prompts in the lead-up to the final purchase deadline.

² Source: Audi New Zealand brand tracker: TRA, 2017.

Results

By challenging traditional retail and placing an activation at the heart of the campaign to focus on time instead of discount, FCB Media helped to deliver one of Audi's best months on record.

- It delivered the best week ever for lead generation and was 254% over delivery on the required 125 leads
- An additional 36 quattro vehicles were sold, exceeding the target of 25
- Revenue was \$1m above target

'The Melt' campaign generated huge engagement with average digital C.T.R. 900% above industry average and drove higher sales than both preceding Audi retail campaigns with a comparable value offer.

It was a Top 3 finalist in the Global Audi Marketing Awards for retail, 2017 and will now become an annual campaign.