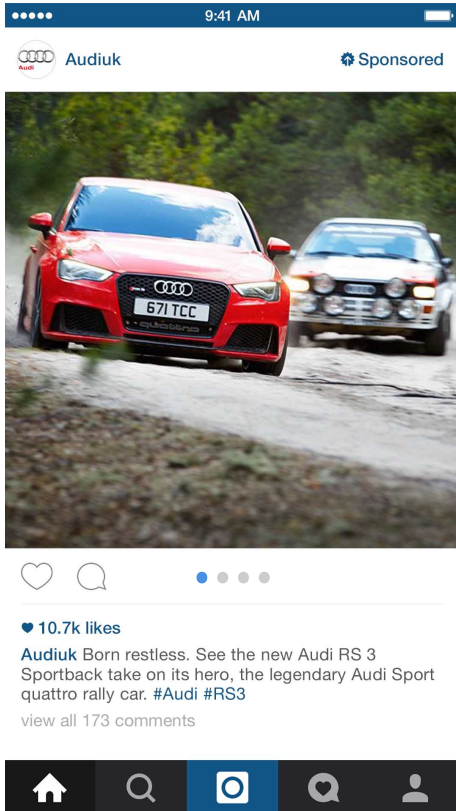




Audi
Vorsprung durch Technik

Born Restless

Audi makes performance vehicles for people who love to drive. So to showcase the exhilarating new RS 3 Sportback, the brand worked with Instagram on a series of carousel ads that bring the RS 3 to life.



uplift in ad recall



uplift in product awareness

STORY

Performance pioneers

A shorthand for excellence in engineering and design for nearly a century, Audi is one of the world's most prestigious car manufacturers. The company is known for pushing the boundaries of performance with iconic models including the A3, A5, TT and the R8, aka Tony 'Iron Man' Stark's favourite car.

GOAL

A classic, reborn

Audi wanted to raise awareness of the thrilling new Audi RS 3 Sportback, while strengthening its position as a fun, powerful and striking vehicle amongst an audience of men and women age 25-55.

SOLUTION

Powerful, dynamic and unrestrained

Using the Instagram carousel format, Audi worked with BBH to craft compelling stories that showcased the RS 3 Sportback's thrilling potential, and allowed audiences to engage deeply with the car.

Beautifully shot creative brought audiences along for the ride as the RS 3 was released onto the road. And rather than use clichéd automotive ideas, the RS 3's performance was showcased in a series of challenges on tough terrain, including a race against the iconic Audi Sport Quattro rally car.

The combination of rich imagery, the interactive nature of the carousel format and, of course, the car, proved a success. The campaign generated a significant 36pt lift in ad recall, which rose to 52pt amongst the 45+ age group.

This is 6x higher than Nielsen's ad recall norms, and 2.3x higher than Instagram's ad recall norms. There was also a significant 6pt lift in product awareness of the RS 3, rising to 9 points amongst females.

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With innovation at the heart of our brand, we wanted to be amongst the first advertisers to use the new Instagram carousel format. As an imaginative visual platform, Instagram was the perfect platform for Audi to improve product awareness and build desirability for the RS3 launch amongst our target audience.
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Emma Page
Social Media Manager
Audi UK