



Case Study: Audi Centre launches the new A8



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CLIENT
Audi Centre Bloemfontein

PROJECT
Launch event of the new Audi A8 luxury sedan

CATEGORY
Automotive industry

At the heart of every Audi lives the slogan - Vorsprung Durch Technik. These three words encapsulate the Audi philosophy of progress, innovation... a forward thinking ability to anticipate the needs of rapidly changing times by consistently creating cars that evolve with humankind.

Introduction

The A8 combines timeless elegance with the latest Audi innovations, luxury, attention to detail and extensive specifications as standard.

Problem / Opportunity

The Audi Centre in Bloemfontein needed to present the A8 to central South Africa in a manner that resembled the design, performance and craftsmanship of the car.

Planning

We identified high value net income Audi enthusiasts. 80 potential clients were identified and personally invited with a custom made Audi USB drive - including the invitation, promotional videos and a screensaver.

Objectives

To unveil the new Audi A8 luxury sedan to high value net income individuals in central South Africa.

Publics to be reached

✦ LSM 10+

Message

The Audi brand is more than its slogan. It's a way of seeing the world. It is the driving force behind a history of innovation that continues into the 21st century. The A8 is a progressive car on the forefront of automotive technology and is designed and built by specialists with more than 100 years of heritage behind them. Every Audi is intrinsically exclusive. It's the breathtaking design, the exceptional engineering, the Vorsprung Durch Technik.

Communication Channels

In line with the exclusive nature of the event, the unveiling of the A8 in Bloemfontein was by personal invitation only.

Results

35 invitees with their partners attended the launch, unveiling and display of the car. The display model used during the event was consequently sold and the Audi Centre in Bloemfontein enjoyed increased visibility in central South Africa's high net worth market.

