



## ‘Best Seat in the House’

### Background

- Driving brand desirability is critical to Audi’s success. The brand recognised the need to deliver exciting and unique content in the most engaging environments to cut-through today’s cluttered premium car market to inspire future buyers.

### Idea

- Audi adopted a ‘best seat in the house’ strategy – it wanted to bring a sense of premium to the campaign by placing its ad alongside some of the most anticipated content. The unique environment offered by cinema became a critical component of the brand’s always on AV strategy.
- The aim of the campaign was to drive brand desirability and word of mouth amongst Audi’s existing and future customers.

### Plan

- Audi bought a selection of premium positions to showcase its 60” creative alongside some of the year’s most anticipated blockbuster titles films including *Rogue One: A Star Wars Story*, *Captain America: Civil War*, and *Jason Bourne*.
- Across the campaign, Audi rotated three different copy options, with its ads including *Spin & Sport*, *Quattro* and *The Virtual Cockpit*.
- For the final element of the campaign, Audi partnered with mobile data company Mobsta. Using longitudinal/latitudinal data of cinemas, the brand aimed to re-target cinemagoers who had seen the ads on screen with product-led video content delivered to their smartphones.



### Campaign Details

Sector	Motors
Target Audience	ABC1 Adults
Package	Film Packs
Creative Agency	BBH
Media Agency	MediaCom
Duration	60”



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### Results

- Audi finished 2016 as the year's most visible and desirable brand in motoring. Cinema successfully enabled Audi to generate word of mouth around the most anticipated content in the most premium environment.
- Econometric research isolated cinema's specific contribution as the top performing above-the-line channel. It delivered a return of investment of £50 for every £1 invested – almost two times the average ROI across all media!
- Mobile re-targeting of cinemagoers delivered strong results in driving brand engagement too – 630,000 impressions and a 67% view through rate were recorded. VTRs exceeded YouTube and online video activity demonstrating that re-targeting the cinema activity allows Audi to reach a more engaged audience.

