

History of Advertising Trust

Analysing an Advertising Campaign “Firing up the Quattro”

Advertising provides a unique barometer and record of social, cultural and economic change and offers countless insights into the processes and creativity involved in the construction of advertising.

HAT Archive is the memory bank of UK brands and advertising industry expertise. We aim to inspire young people by giving them access to the largest collection of British advertising in the world and presenting specialist advertising industry knowledge to support your teaching and learning programmes. In collaboration with current media teachers in Norfolk and Suffolk, and supported by the Heritage Lottery Fund, we have designed and tested a series of resources that bring a rich seam of authentic material into the classroom. By matching our unique advertising archives to your specific teaching needs we can provide:

- insider knowledge
- specialist support
- expert guidance
- tried and tested classroom materials.

Students will benefit from access to original source materials and information from experts, with opportunities to hear directly from industry practitioners. The resources contain advertising themed content, suitable for any area of the curriculum and are ideal for teachers who want contextual material for lesson plans and ideas for assignments, homework, activities or comparisons.

These invaluable learning tools will enable you to deliver engaging, relevant and meaningful content to your students and save you valuable time in research and development of lesson plans.

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This introductory course is designed to provide teachers with a clear understanding of what an advertising campaign is and how best to communicate this in the classroom. It uses an existing campaign to illustrate how a marketing strategy goes from initial brief to successful execution in different media and explains how to construct an advertising campaign that matches form and content to intended audience.

Learning from existing campaigns

The History of Advertising Trust holds archives of some of the most successful advertising campaigns in the UK. In many cases the archives include comprehensive data and analysis of their effectiveness by the agencies that produced them. In order to understand and create a successful campaign it is important to first study how other successful campaigns have been designed, the strategies they've adopted and the ways in which they have measured their success. With this in mind this section covers:

- How different audiences dictate different processes
- How messages, ideas and associations are communicated
- How campaign success can be measured

In the following sections you will be able to look at extracts from some of the material submitted for the Institute of Practitioners in Advertising Effectiveness Awards by the top advertising agencies. These prestigious annual awards 'reward campaigns that have proved the commercial power of their ideas and demonstrated their marketing payback'.

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1. Planning for Success

The main reason for evaluating the performance of an advertising campaign is to ensure that the objectives have been met and that the strategy has been effective.

When preparing a campaign plan it is important to set out:

- What needs to be achieved (advertising objectives)
- What needs to be said (advertising message)
- How to say it (advertising proposition)
- To whom (target market)
- When and where (media schedule)
- At what cost (advertising budget)
- The desired result of the campaign (consumer response)
- Criteria included in any of the above must be measureable and analysed before and after the campaign programme.

Activity

Taking the planning bullet point list above, consider how you might introduce the concept of planning to your students.

- What are the key points you want to make sure that your students take account of when setting out how to monitor their campaign at the planning stage?
- What methods might you want to introduce to the students in order to make sure monitoring and evaluation takes place through the campaign?

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2. Market Research

A market is a structure or system which allows the exchange of goods or services between sellers and buyers, usually for money. A market does not necessarily exist in a single location, or even a physical location – products can be bought and sold online.

Market research is a way of discovering consumers' wants, needs and beliefs, and how they act, involving the capture and analysis of consumer, competitor and market trend data. It's a way for companies to gain insight into what the public, ie their customers or potential customers, think of their ideas and products. The principal role of market research, therefore, is to provide a business with a comprehensive view of consumers in order to develop products and services that satisfy their needs better than the competition. This research can be then used to determine how a product could be marketed.

Market research is a key factor in maintaining competitiveness. It provides important information to identify and analyse the market need, market size and performance. It can inform a business about who the key competitors are, what they are doing, and their market share.

Market research has a vital part to play in the development of advertising campaigns in providing meaningful and measurable criteria. It is important to establish measures of success of the campaign at the beginning to ensure that, the effect can be measured at the end of the campaign. Market research companies gather and publish data sourced from businesses and customers across many markets. In practice, most organisations continually research their own performance and that of their competitors, using a mix of internal information sources, published information sources and commissioned market research.

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Analysing the market

The better the understanding of the client's requirements and the dynamics of the marketplace, the more likely it is that the advertising campaign will be a success.

For example, understanding the following will provide a sound base on which to plan and develop an advertising campaign:

- Information concerning what the client has to offer, in terms of product or service features that might differentiate it from its competitors
- Any unique qualities that the client or company may have that sets them apart from others
- The target market (age, sex, race, income, lifestyle, geographic distribution or concentration, attitude and behavioural characteristics)
- The competitive, legal, social and political frameworks

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3. How Audi accelerated into the 21st century Audi’s situation in summary



In the early 1980's Audi had a very low profile and communications were designed to establish the company's identity and to reinforce and build upon the company's engineering credentials. In 1999 Audi initiated a radical overhaul of its communication strategy, focused on positioning Audi as the leading prestige brand. This led to unprecedented sales and share growth over the next 8 years and culminated in over a billion pounds of added revenue.

Audi argues the case that over the 8 years it produced some of the most innovative and effective communications the automotive sector had seen.

Audi radically changed the way in which it used communications to influence brand image and purchase behaviour and became the fastest growing brand in the prestige sector, moving past Mercedes and closing in on BMW for leadership in the sector. Audi utilised a variety of published and commissioned market research data in order to measure its sales and market share performance and the effect of the advertising campaign.

Some of the data sources used by Audi: Society of Motor Manufacturers, Euromonitor, Volkswagen & Audi Group data, Audi UK Data, Premium Power - The Secret Success of Mercedes Benz, BMW, Porche & Audi 2005 by Philipp Rosengarten & Christoph Stuermer, The Advertising Statistics Yearbook 2007, Audi Brand Tracking Study, Simpson Carpenter Brand Tracking Study, Brand Council of UK 2004, Superbrands Ltd, Factiva Media Tracking & Mediacom.

Audi successfully built a strong, positive brand equity for their products by creating experiences and content in their advertising campaign that people could engage with. Communications made the brand and the products memorable and recognisable and the company reinforced the image by delivering superior quality and reliability in their products.

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Audi recognised the importance of collecting and monitoring data which could prove the contribution that advertising had on the success of the brand in the UK. Take a look at the following analysis conducted by Audi. Research is used to demonstrate the contribution of advertising to increased sales and market share, which are a reflection of strong brand equity. Research is also used to discount other factors which may have had an impact on improved sales.

The success of Audi over the last ten years has been exceptional. From the company's point of view the success has been the result of a number of factors and communications have played a significant role in the success of the brand in the UK. In the Audi IPA Effectiveness Awards summary, the company proves the contribution of advertising in the following ways:

1. BY SHOWING THAT AUDI'S SUCCESS CANNOT SOLELY BE EXPLAINED BY OTHER FACTORS, EITHER IN AUDI'S MARKETING MIX, OR IN THE WIDER ENVIRONMENT.

We will now show that the remarkable success in the UK cannot be attributed to the following factors:

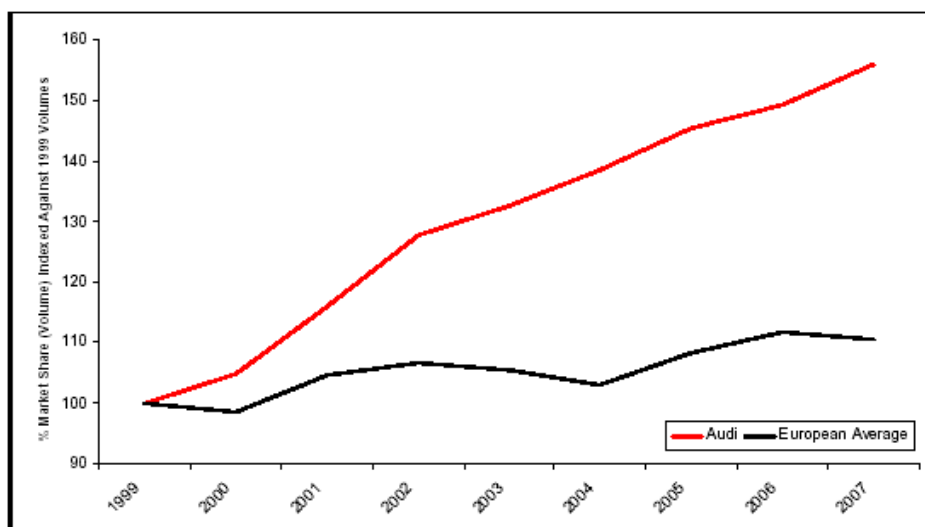
- Improved product
- Reduced prices
- Increased customer incentives
- Improved distribution
- Growth in the prestige sector
- Reduced competition in the prestige sector

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Improved Product

Audi's product range has improved and expanded since 1997. However, the same, improved and expanded product range has been sold in other European markets, and Audi's sales have grown faster in the UK than in the brand's other four major European markets. Therefore, it is clear that improved products are not the only reason for Audi's success.



Source: SMMT, Euromonitor

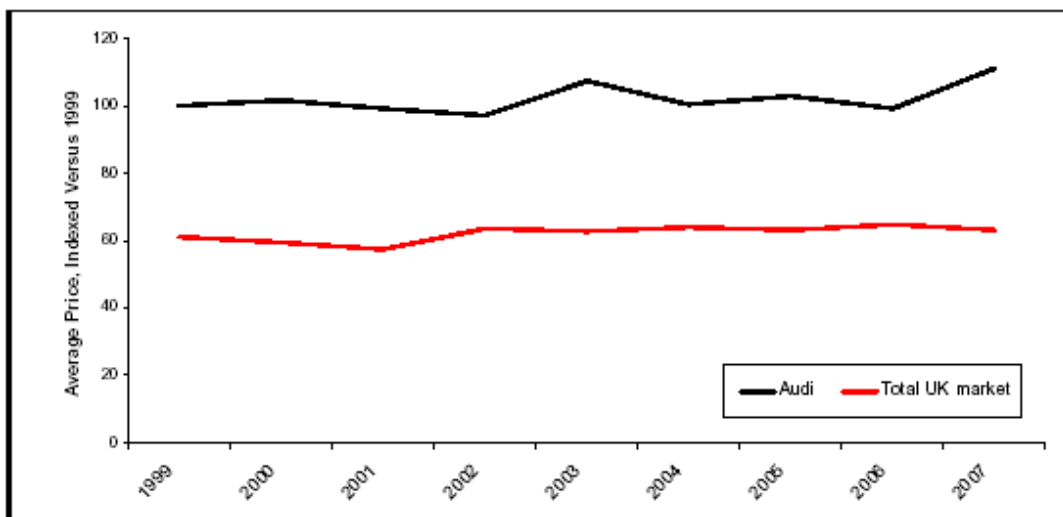
Audi UK Share Growth vs. European Average

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Reduced Prices

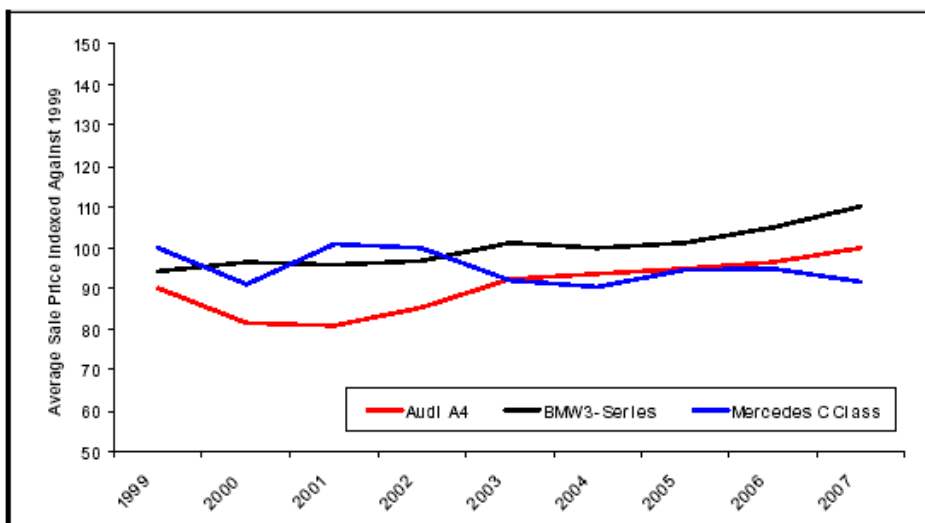
Audi has maintained its price premium against the total car market over the last 8 years, so reduced prices cannot account for Audi's success.



Source: Volkswagen Audi Group (VAG)

Audi Average Price vs. Total UK market average

Audi's price has always been a little lower than its main rivals, BMW and Mercedes. This positioning has been consistent over time – and if anything Audi's relative price has increased in the most recent campaign period.



Source: VAG

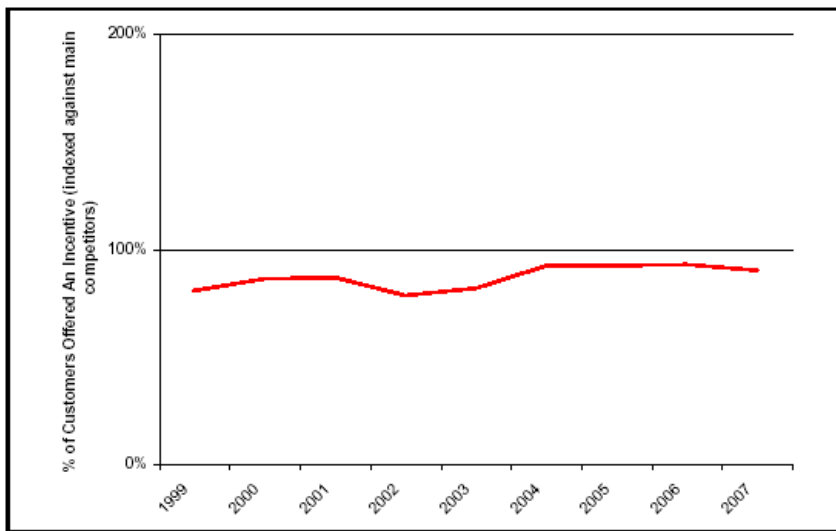
Audi A4 Price vs. BMW 3-Series and Mercedes C Class

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Increased Customer Incentives

Audi has continued to offer lower levels of incentives (the percentage of people who are offered financial incentives to purchase) than its competitors.



Source: VAG

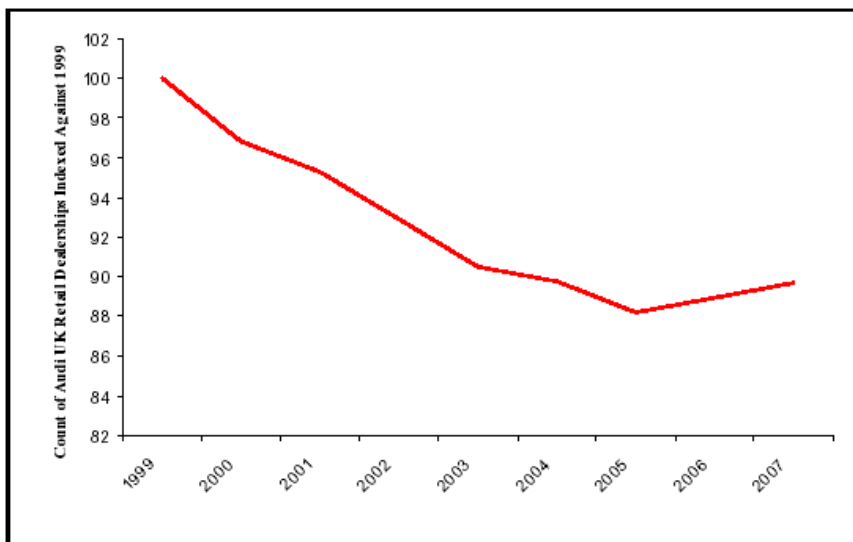
Audi Customer Incentives (Indexed against main competitors)

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Improved Distribution

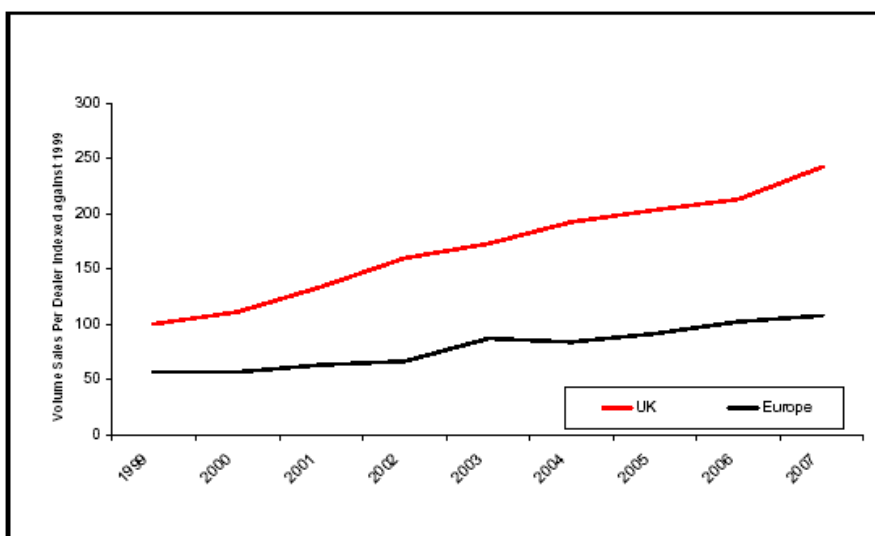
The number of Audi dealerships in the UK has fallen between 1999 and 2007. Audi's increased sales are therefore not the result of increased distribution.



Source: Audi UK

Number of Audi Retail Dealerships

The Audi network does however remain strong and highly efficient. So despite decreased numbers, it remains a highly effective organisation. Moreover, Audi's rate of sale in the UK has risen faster than rate of sale in the other European markets. This suggests that demand for Audi has increased faster in the UK than in the other major European markets.



Source: SMMT, Euromonitor, Audi UK

Audi Rate of Sale, UK vs. Europe

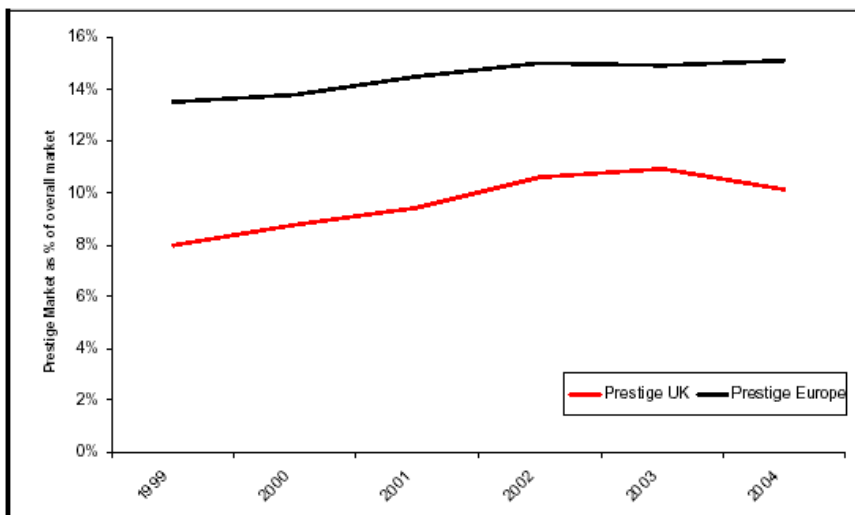
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Growth in the Prestige Sector

The prestige sector in the UK has grown over the last 8 years. But as we have demonstrated, Audi's share of the prestige sector has also grown. This shows that the growing demand for prestige cars cannot explain Audi's growth.

In addition, the prestige market in Europe has grown at a similar rate to the UK, so Audi's relative success in the UK is not the result of a faster growing prestige market.



Source: Primary - *Premium Power: The Secret of Success of Mercedes-Benz, BMW, Porsche and Audi*, 2005, by Philipp G. Rosengarten and Christoph B. Stuermer. Secondary - SMMT

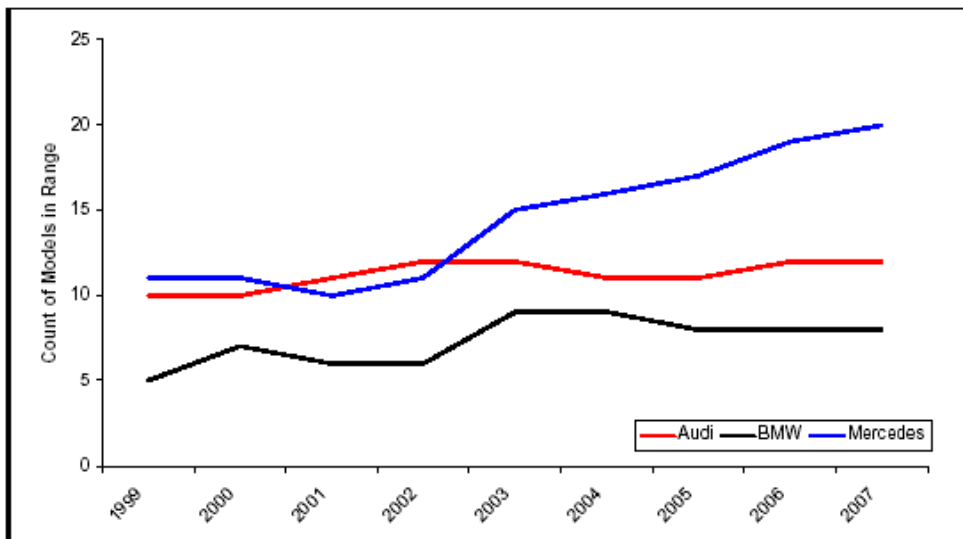
Prestige Sector Growth, UK vs. Europe

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Reduced Competition in the Prestige Sector

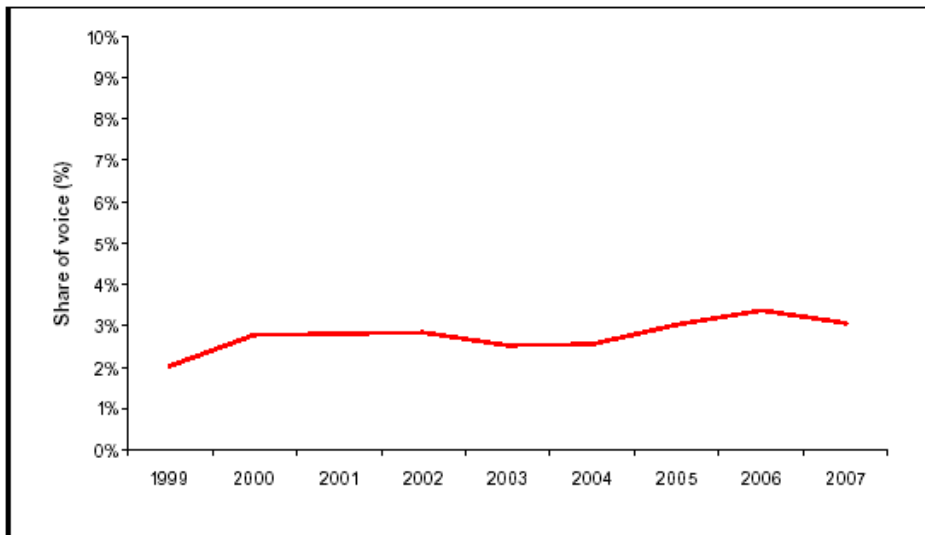
During the period, BMW and Mercedes have continued to extend and expand their ranges.



Source: SMMT

Model Range Counts, Audi, BMW and Mercedes

Equally, Audi's share of voice has not increased significantly during the time period.



Source: Primary - Audi UK, Secondary - The Advertising Statistics Yearbook, 2007

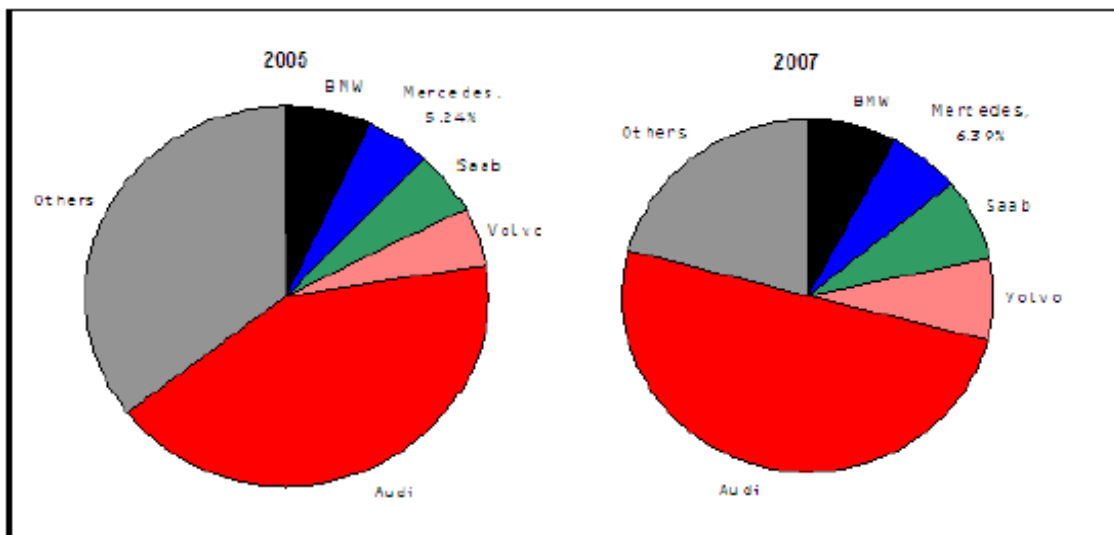
Audi Share of voice

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It is worth noting that Mercedes sales have undoubtedly suffered over recent years and Audi overtook Mercedes in terms of share within the prestige sector in 2005.

However, Audi's sales since 2006 have not been disproportionately drawn from Mercedes.



Source: VAG

Audi conquests by marque

We have shown that Audi's sales growth in the UK cannot be solely attributed to improved product, and that price, distribution and market factors also do not account for Audi's success.

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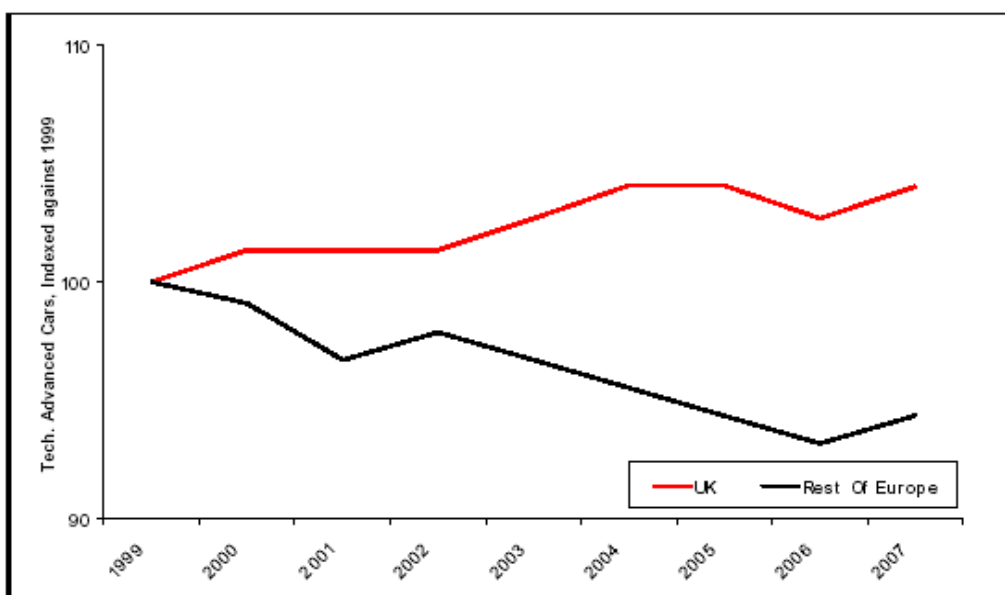
2. BY SHOWING THAT THIS SUCCESS HAS BEEN DRIVEN BY IMPROVEMENTS IN AUDI'S IMAGE IN THE UK RELATIVE TO EUROPE

We will now go on to show that Audi's success in the UK (relative to the rest of Europe) is the result of Audi's stronger brand image.

In the period 1999–2007, we have specifically sought to position Audi as:

- A technically advanced brand
- A performance brand
- A brand with well designed products
- A prestige brand
-

When we look at corresponding image measures we can see improvements, relative to Europe, on the specific image dimensions we have targeted. NB. The closest proxy to design that we have is 'well styled'.

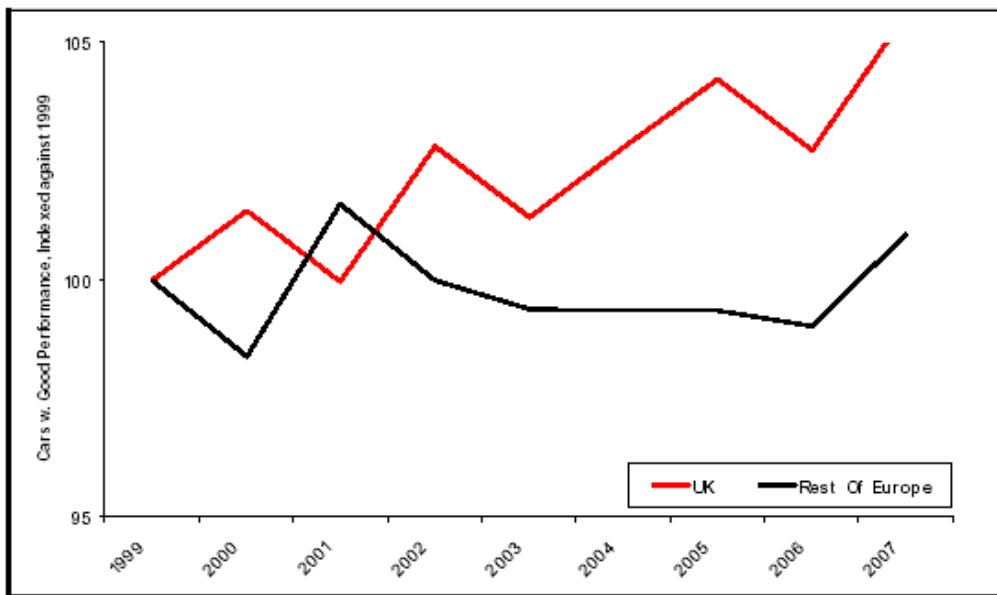


Source: Audi AG Brand Tracking Study, Image und Bekanntheits
Base: All new car buyers

Audi Image Measures UK vs. Europe: Technically Advanced

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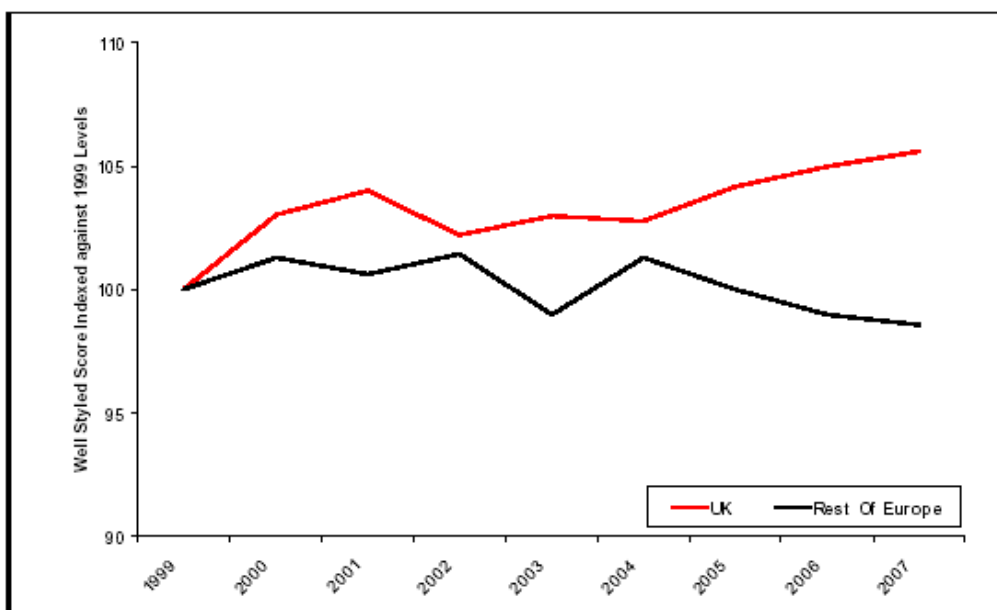
Analysing an Advertising Campaign "Firing up the Quattro"



Source: Audi AG Brand Tracking Study, Image und Bekanntheit

Base: All new car buyers

Audi image measures UK vs. Europe: Good Performance



Source: Audi AG Brand Tracking Study, Image und Bekanntheit

Base: All new car buyers

Audi Image Measures UK vs. Europe: Well Styled

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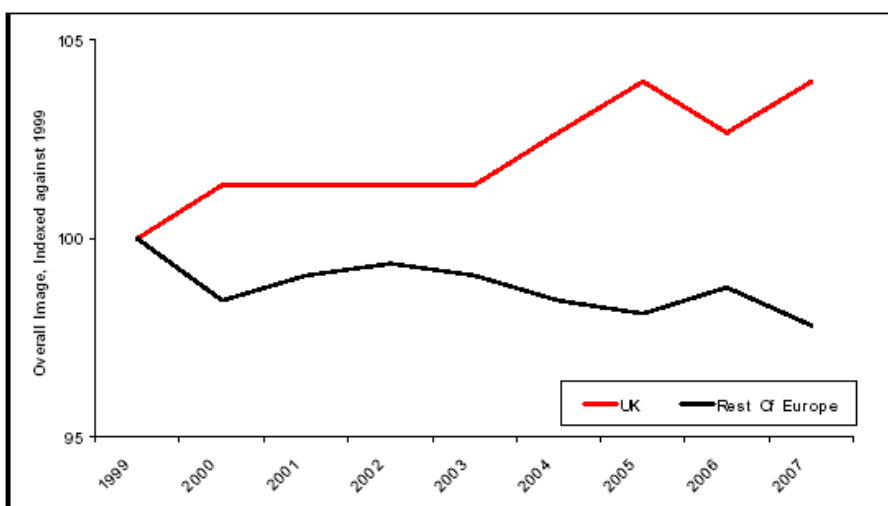


Source: Audi AG Brand Tracking Study, Image und Bekanntheit

Audi Image Measures UK vs. Europe: Prestige

Base: All new car buyers

Overall, we can see a strengthening in Audi brand image relative to the rest of Europe.



Source: Audi AG Brand Tracking Study, Image und Bekanntheit

Overall Brand Image UK vs. Europe

Base: All new car buyers

This suggests that the relative strength of Audi's sales in the UK can be attributed to relative improvement in brand image. We will now go on to show how communications have improved Audi's brand perceptions in the UK.

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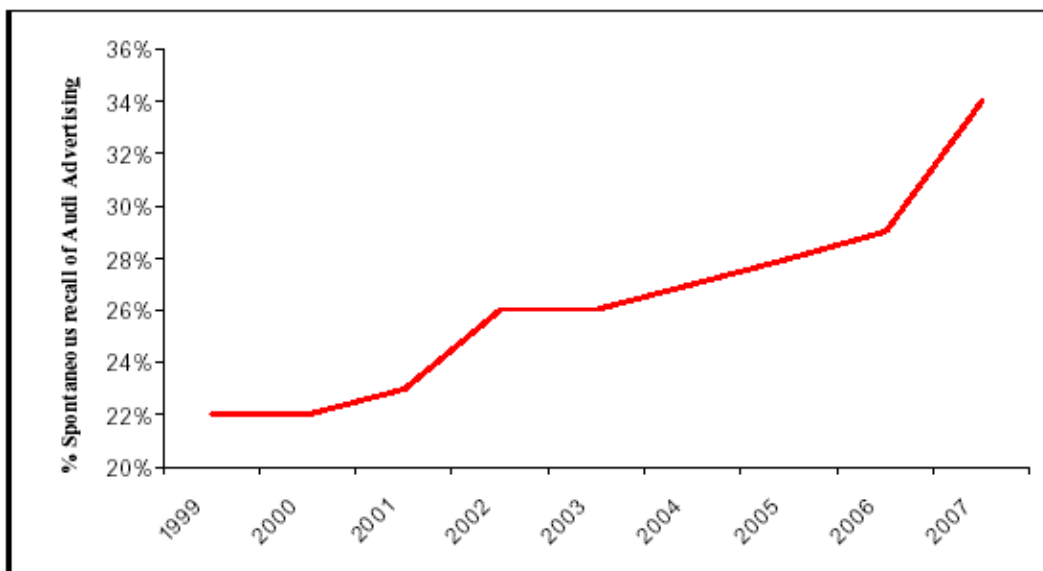
3. BY DEMONSTRATING THAT, IN THE UK, AUDI'S COMMUNICATIONS HAVE WORKED AS INTENDED TO DRIVE BRAND IMAGE.

We will show that:

- Communications have helped build Audi's profile in the UK
- Communications have established VDT as a famous and meaningful brand property for Audi
- Communications correlate with changes in brand image
- Communications correlate with uplifts in brand desirability and consideration

Audi's Increasing Profile in the UK

Awareness of Audi's advertising has steadily increased during the time period.



Source: Audi AG Brand Tracking Study, Image und Bekanntheits

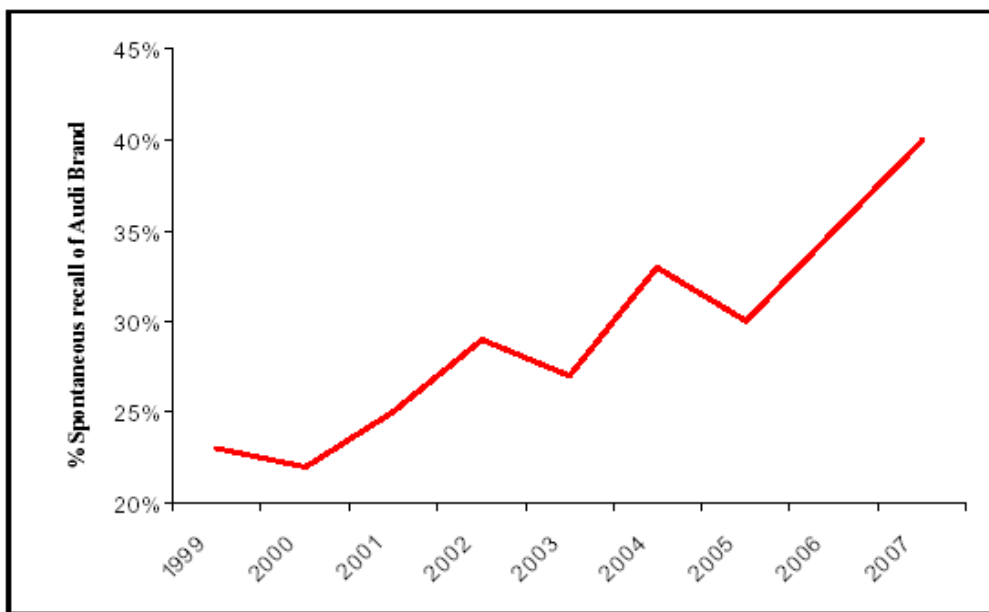
Base: All new car buyers

Spontaneous advertising awareness

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Audi's brand awareness has also grown strongly over time.



Source: Hall and Partners Brand Tracking Study, Simpson Carpenter Brand Tracking Study

Base: All New Car Buyers

Spontaneous brand awareness

Helping it to become one of the most iconic brands in the UK.

- Fashion: Diesel
- Drink: Stella Artois
- Technology: Bose
- Venue: London Eye
- **Motor: Audi**
- Music artist: The Streets
- Director: Quentin Tarantino
- Author: JK Rowling
- Businessman: Sir Richard Branson
- Celebrity: Johnny Depp
- Uncoolest celebrity: Jordan

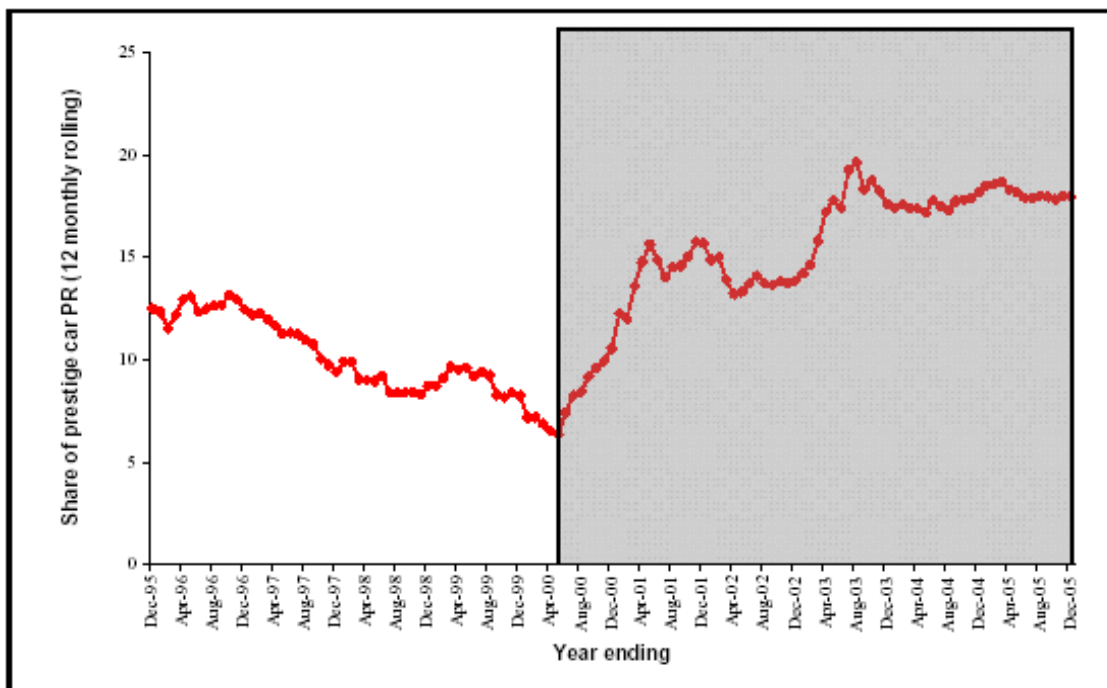
Source: Superbrands Limited/ Brand Council of the UK, 2004

Cooler brands in the UK

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And within the prestige market specifically, Audi's presence has grown.



Audi's share of prestige PR

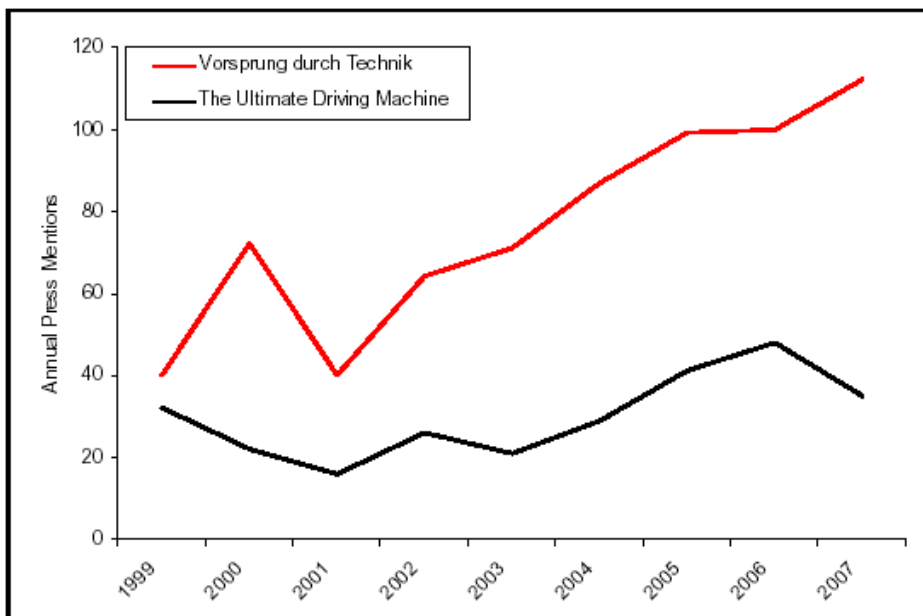
Source: Factiva

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VDT is a famous and meaningful brand property

Vorsprung durch Technik has become one of the most widely recognised advertising ideas in the UK, with over 84% awareness. Its fame has continued to grow over the last ten years.



Press mentions of Audi and BMW endlines

Source: Factiva



Source: The Sun newspaper, 2006, 2003 and other sources as above

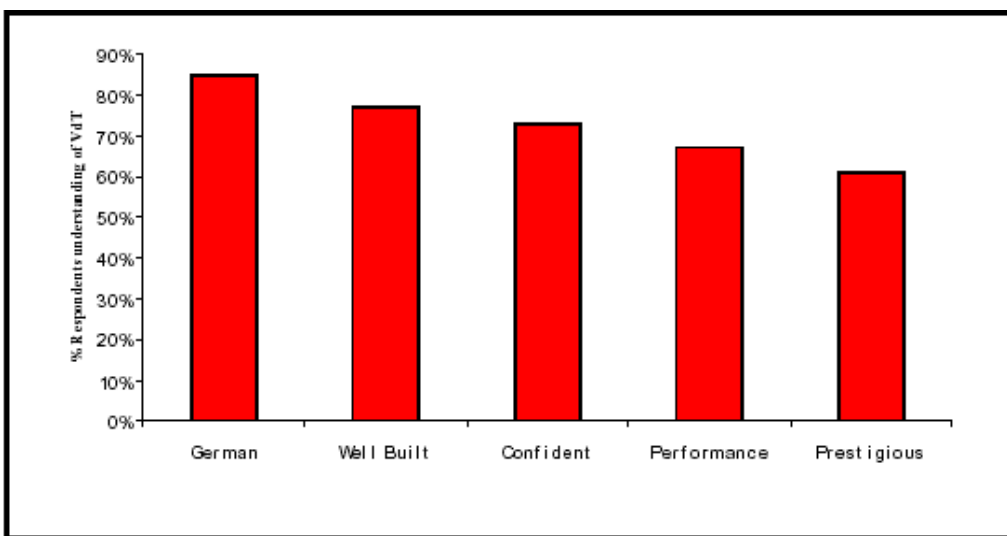
It has entered into the British vernacular, often parodied in music, film and journalism.

VDT as part of popular culture

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Despite the fact that people rarely know what it literally means, it has created a rich set of consumer associations.



Source: Hall And Partners Brand Tracking Study 2003

Consumer understanding of VDT

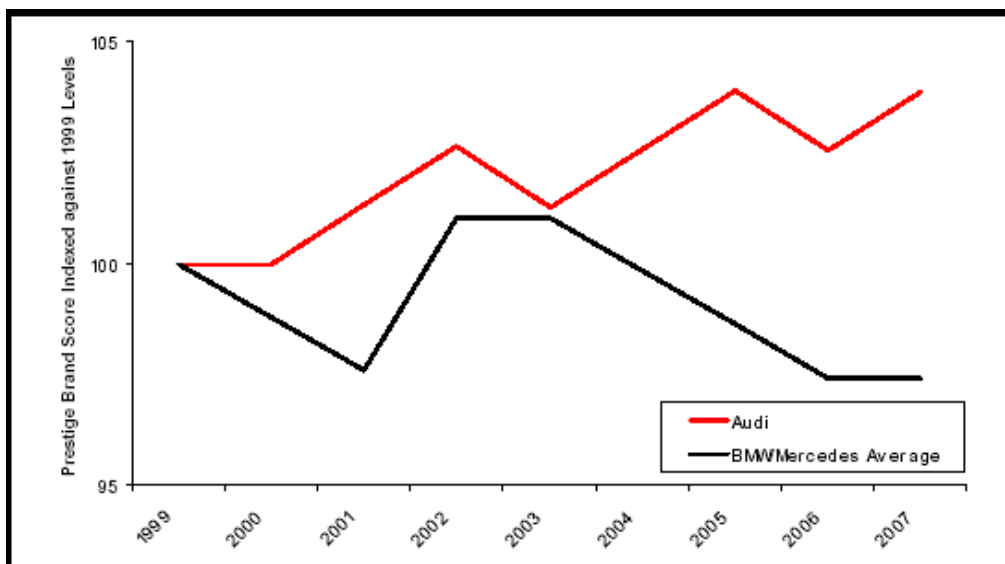
"Take the slogan 'Vorsprung durch Technik': we may not understand it, but nevertheless it is unashamedly German which triggers engineering quality & performance. It uses the word 'Technik', which equates with scientific expertise; and because it is not translated it suggests sophistication and confidence" - Source: Robert Heath, The Hidden Power of Advertising

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Communications Correlate with Changes in Brand Image

As intended, brand perceptions of Audi have improved versus our key competitors in the UK.



Source: Audi AG Brand Tracking Study, Image und Bekanntheit

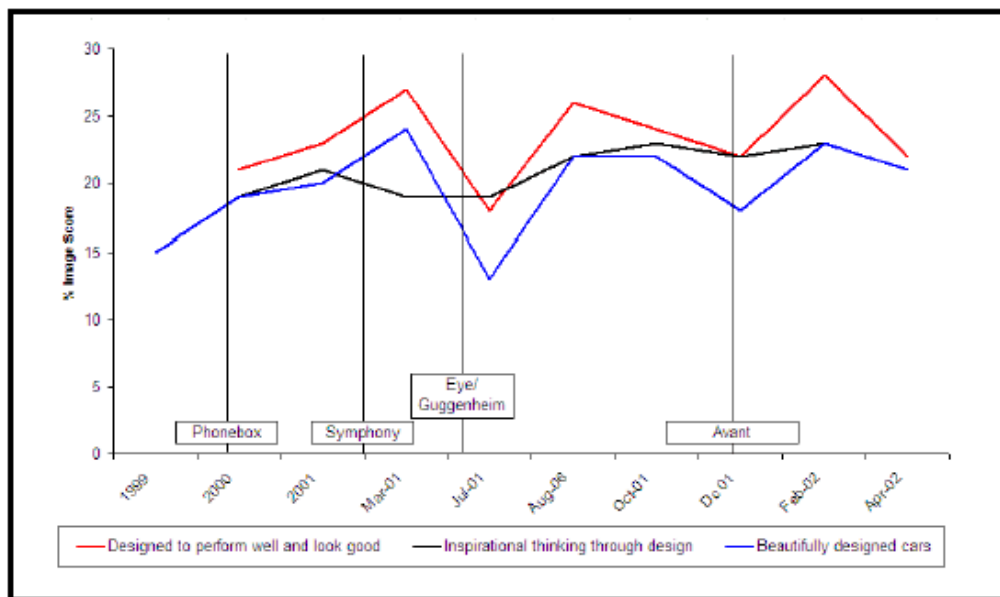
Base: All new car buyers

Audi image vs. BMW/Mercedes in the UK: Prestige

We do not have continuous tracking data covering the 1999–2007 time period. When we look at image measures over the 2000–2003 period, we can see how these measures have consistently shifted in line with communications activity.

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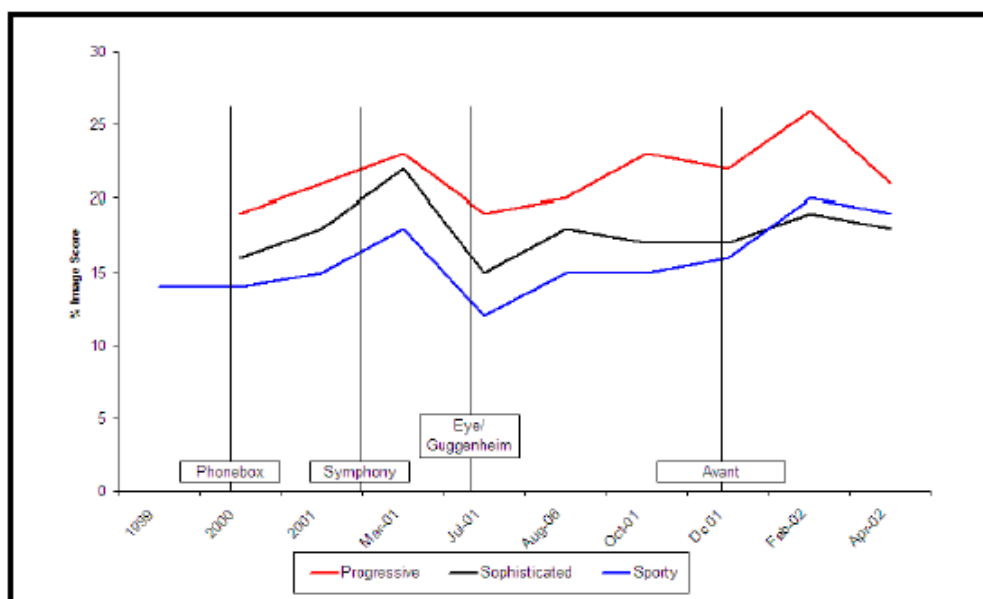
Analysing an Advertising Campaign "Firing up the Quattro"



Source: Hall and Partners, Brand Tracking Study

Base: All New Car Buyers

Image shifts in line with communications



Source: Hall and Partners, Brand Tracking Study

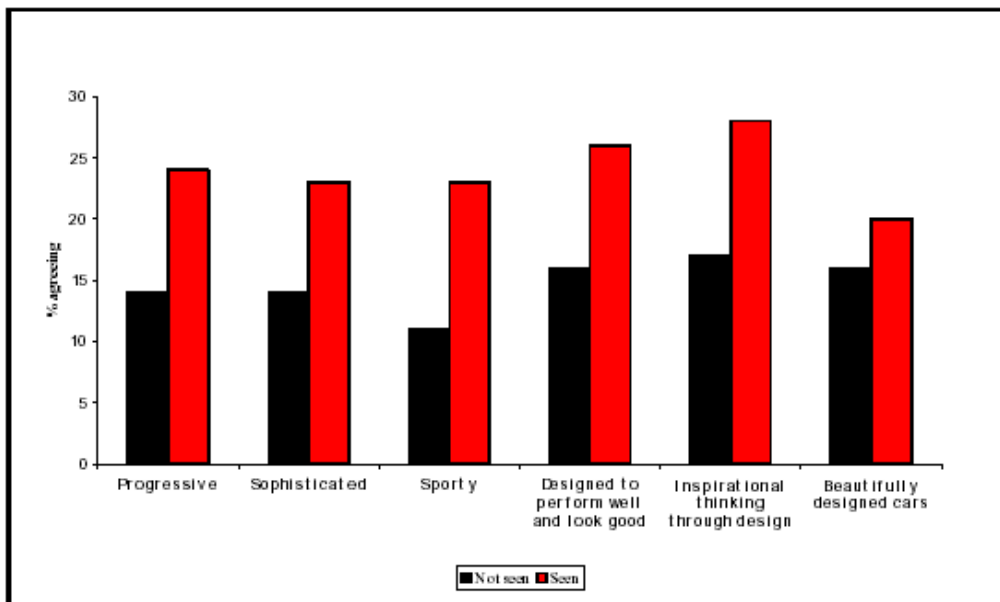
Base: All New Car Buyers

Image shifts in line with communications

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For this period, we can also compare perceptions of those that have seen the advertising to those that have not. This clearly demonstrates how effectively the key messages were communicated. Note that this data is based on non-Audi drivers.



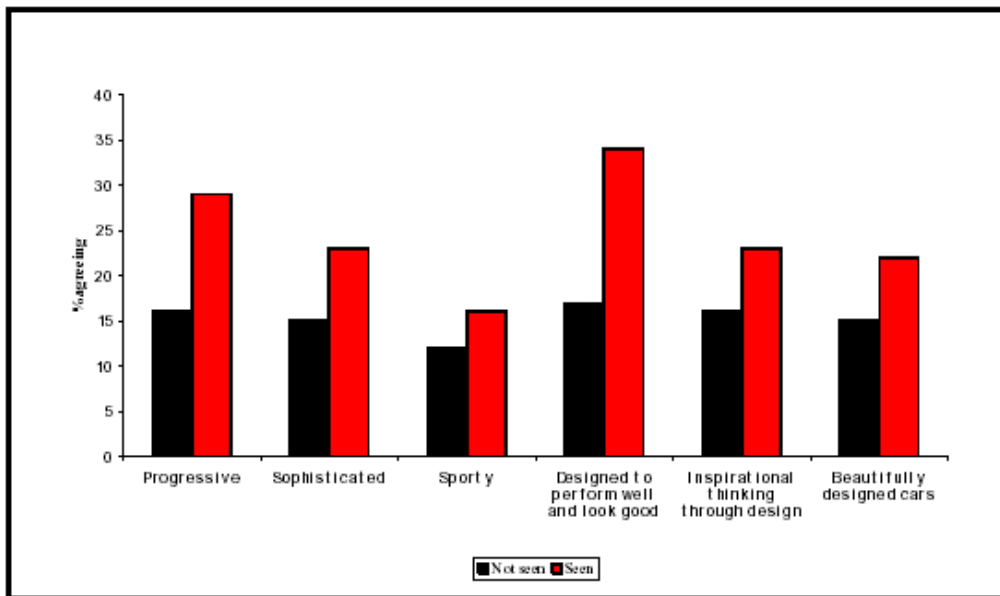
Source: Hall and Partners, Brand Tracking Study, May 2002

Base: All New Non-Audi owning Car Buyers

Image statements, Seen vs. Not seen: Wakeboarder

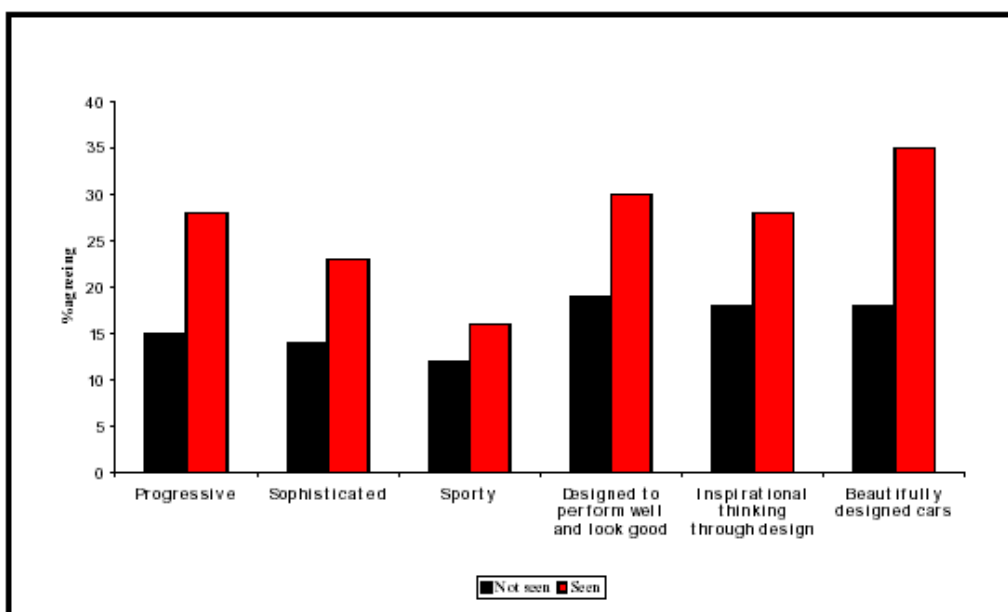
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Source: Hall and Partners, Brand Tracking Study, March 2001, Base: All New Non-Audi owning Car Buyers

Image statements, Seen vs. Not seen: Symphony



Source: Hall and Partners, Brand Tracking Study, March 2001, Base: All New Non-Audi owning Car Buyers

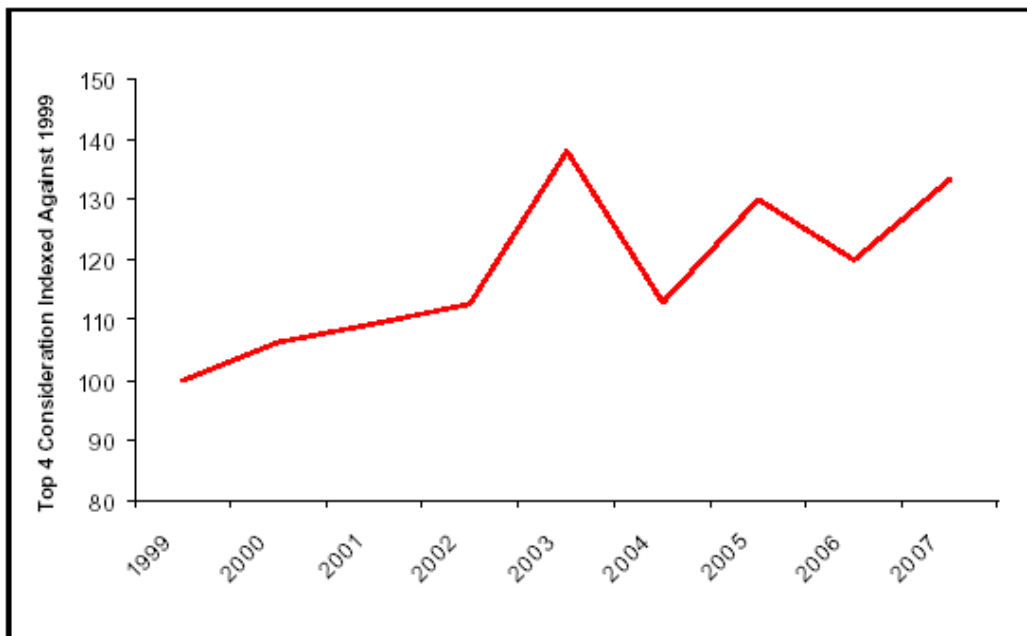
Image statements, Seen vs. Not seen: London Eye/Guggenheim

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Communications Correlate with Uplifts in Brand Desirability and Consideration

Brand consideration has steadily increased over the time period.



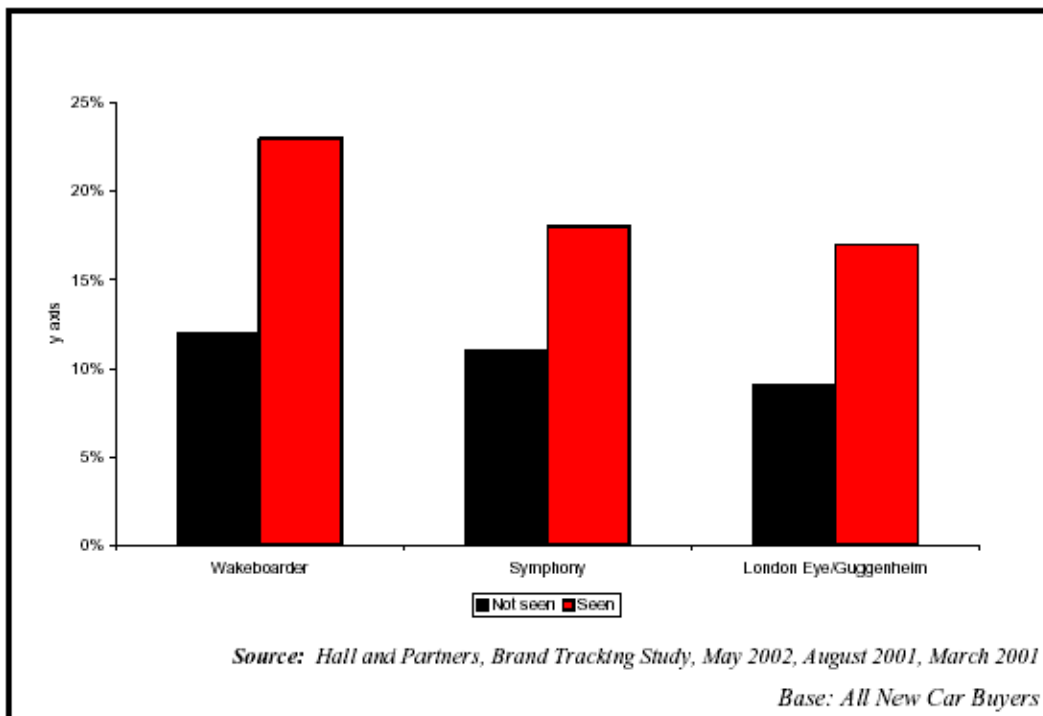
Source: VAG

Brand consideration

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Again, for the 1999–2003 phase, we can isolate the effect of communications on consideration by comparing viewers and non-viewers of the executions.



Consideration, Seen vs. Not seen: Various executions

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For 2003 to 2007, we can see a direct correlation between consideration and communications.

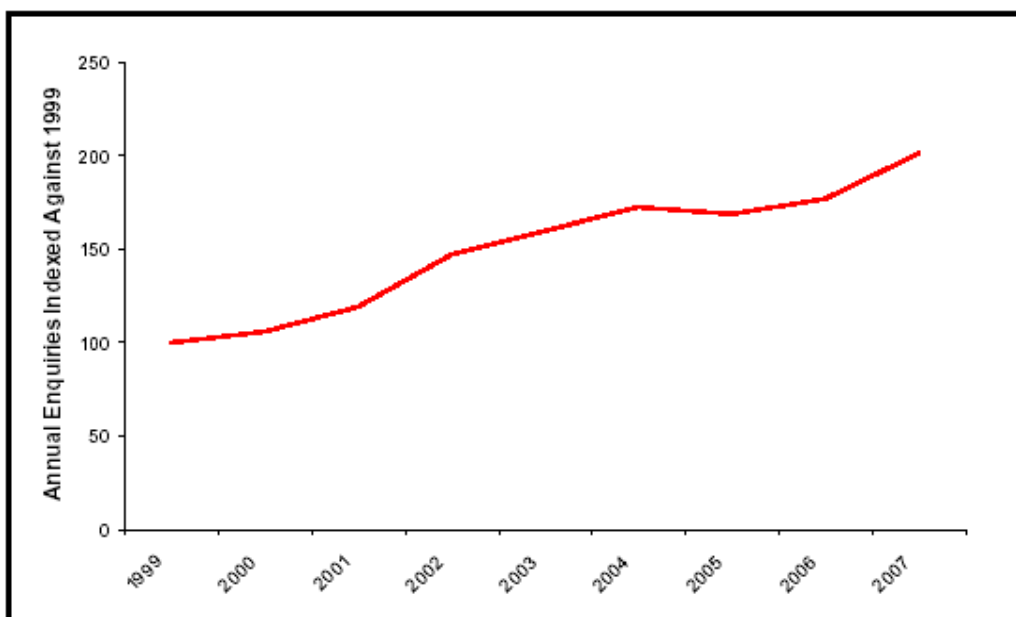
Creative	Date	Consideration Pre-exposure	Consideration Post-exposure	Change
A8 'Test'	September 2004	14	18	29%
A6 'Letters'	November 2004	12	20	67%
RS4 'Spider'	November 2005	16	18	13%
A6 'Satellite'	October 2006	17	20	18%
A5 'Rhythm of Lines'	July 2007	18	23	28%
R8 'Construction'	November 2007	19	24	26%

Source: Simpson Carpenter Brand Tracking Study, July 2004 – December 2007

Base: All New Car Buyers

Serious brand consideration

Overall enquiries have increased over time.



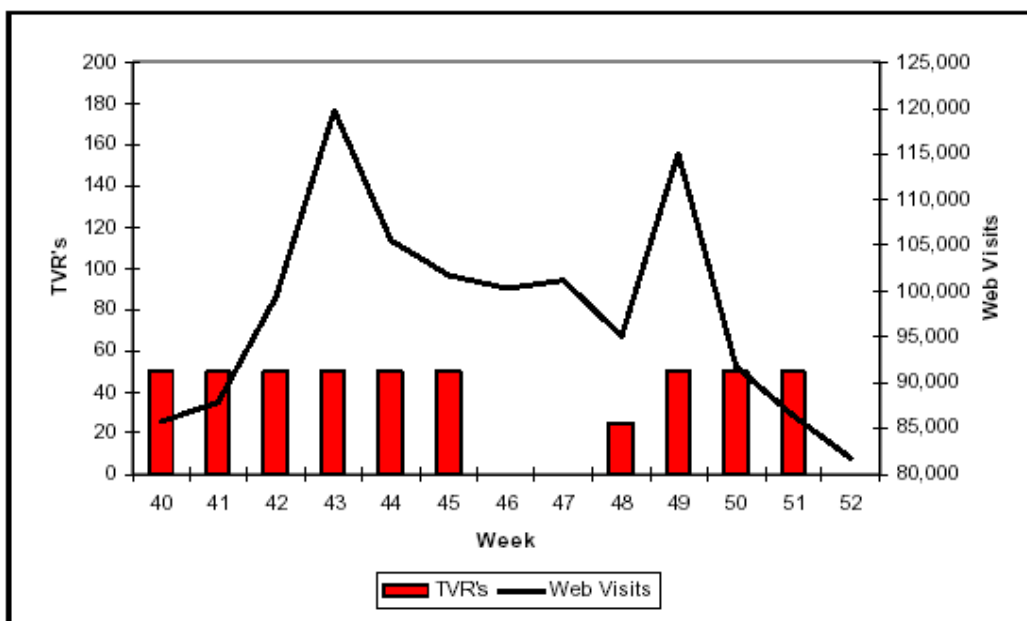
Source: Audi UK

Audi brand enquiries

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And again, we can see a clear correlation between uplifts in enquiries and communications activity.



Source: Audit UK, Mediacom

R8 'Construction' TVR's and brand Web Visits

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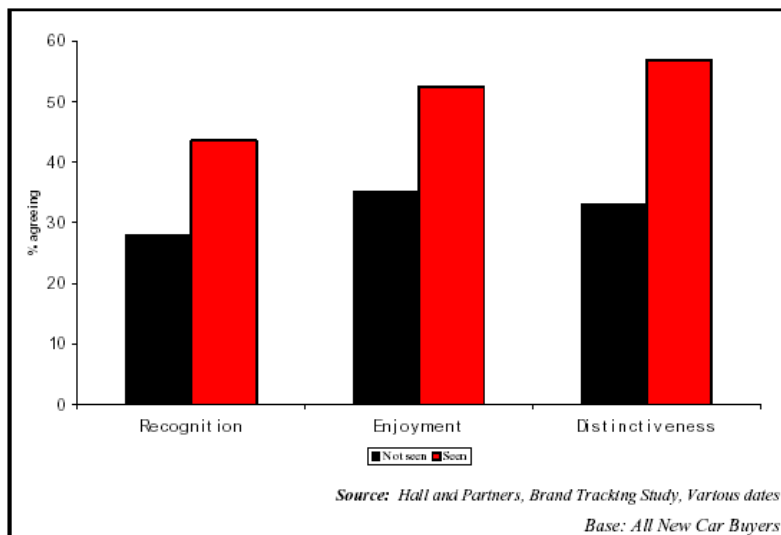
4. BY SHOWING THAT AUDI'S COMMUNICATIONS HAVE BECOME MORE EFFICIENT OVER TIME, AS A RESULT OF NUMEROUS MEDIA INNOVATIONS

FURTHER EVIDENCE OF ADVERTISING EFFECT

Increasing Communication Efficiency.

Taking the category lead in media has reaped huge rewards, with our communications becoming more efficient over time.

TV ads have been consistently well recognised, cutting through the clutter.

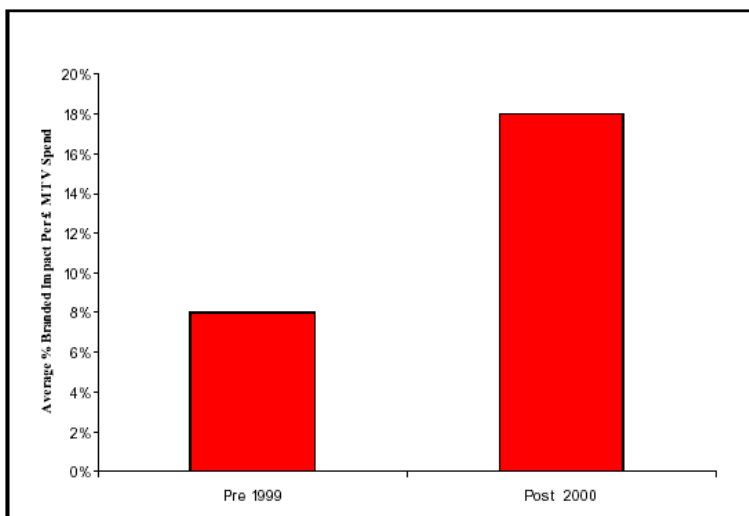


Recognition, Enjoyment and Distinctiveness Ad Diagnostic Scores

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As a medium, TV has become more efficient at generating advertising awareness.



Source: Hall and Partners, Brand Tracking Study, Various studies

Base: Prestige car buyers

TV Branded Impacts (%)

Each digital campaign has produced high levels of engagement. Campaign microsites have gained unprecedented numbers of unique viewers.

Interactive TV (iTV) has consistently out-performed the norms for the medium. For example, the A6 Satellite campaign achieved a 2.2% response rate versus an industry norm of 0.96%, whilst the A5 Rhythm of Lines campaign achieved 171,000 household interactions, making it the 3rd most successful iTV campaign within the automotive sector.

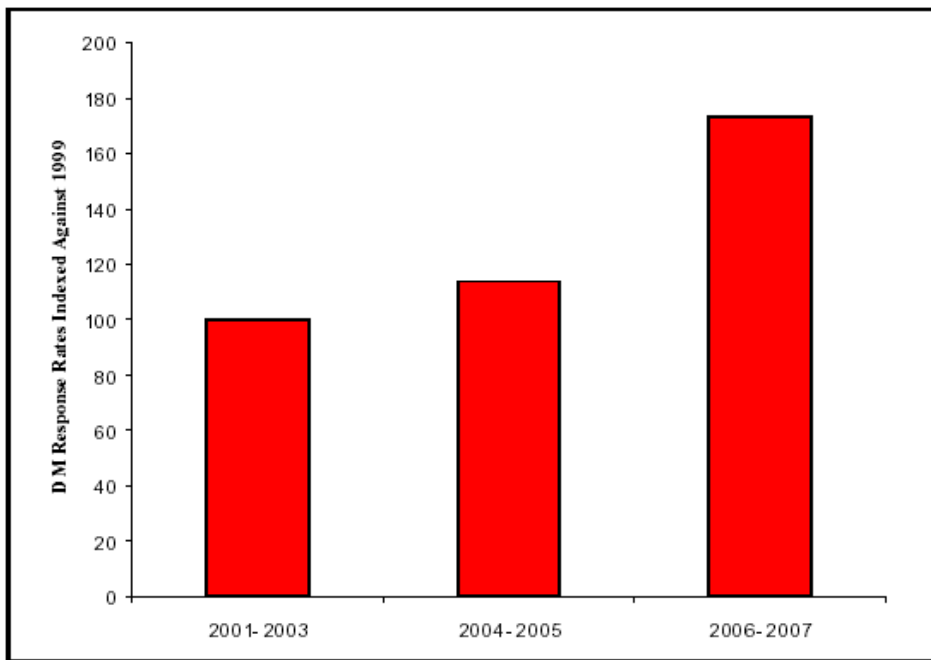
Mobile has been equally effective. Within two weeks of the R8 campaign breaking, some 30,000 people had downloaded the ringtone. Of these, 93% were unknown to Audi, showing the effectiveness of the communications as a prospect-generating tool.

Innovative uses of content have also made a real impact. Over 60,00 people downloaded the tracks produced for the TT Remastered campaign, whilst the podcast was the most successful motoring podcast on iTunes during the campaign period, beating BMW, Porsche, Honda and What Car?

Our direct marketing activity has consistently registered higher than average response rates and has increased its efficiencies over time.

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Analysing an Advertising Campaign "Firing up the Quattro"

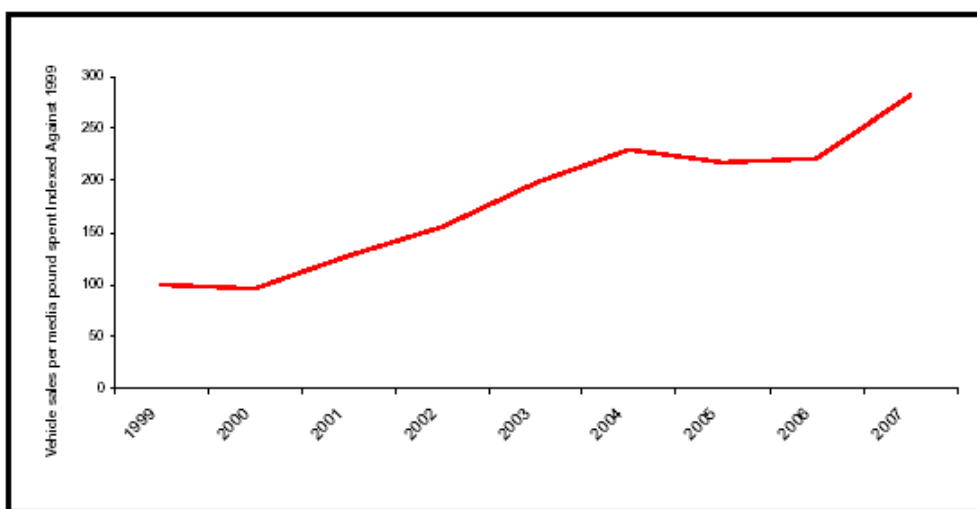


Source: Audi UK Internal Direct Marketing Tracking

Direct Marketing Response Rates

The Audi Channel has proven to be an effective medium for engaging prospects. It has had an excellent reception and a positive influence on potential buyers' decision making.

As a consequence of this increased efficiency over many channels, overall marketing spend per car sold has significantly reduced over the last 10 years



Source: SMMT, Audi UK

Marketing Spend Per Audi Sold

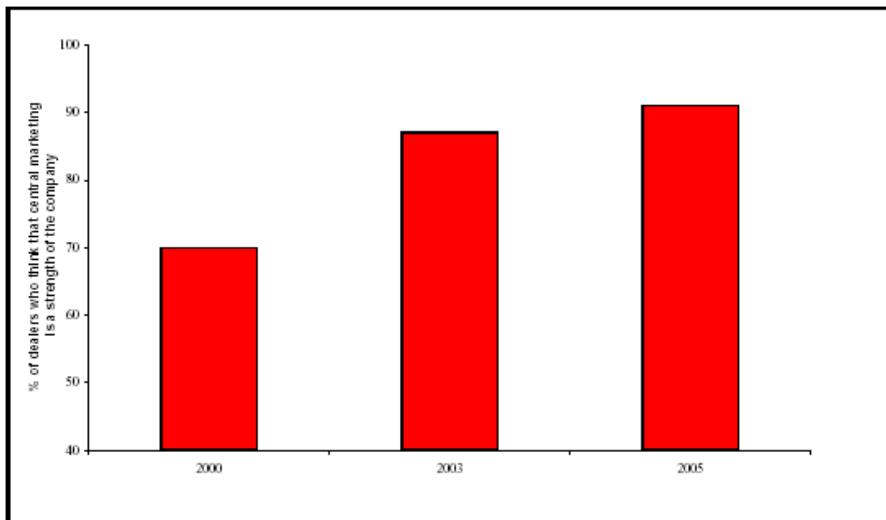
History of Advertising Trust

Analysing an Advertising Campaign "Firing up the Quattro"

5. BY ILLUSTRATING THAT AUDI COMMUNICATIONS HAVE HAD A POSITIVE IMPACT ON KEY INFLUENCERS IN THE CAR BUYING PROCESS.

Audi communications have had a positive impact on key influencers in the purchase process.

Firstly, our communications have been consistently well regarded by Audi dealers. Audi dealers' perceptions of Audi marketing in the UK have steadily improved over time.



Source: Audi UK Dealer Satisfaction Questionnaire

Dealer's View of Central Marketing

History of Advertising Trust

Analysing an Advertising Campaign "Firing up the Quattro"

Secondly, our communications have generated real traction, with considerably higher engagement online than our competitors.

Brand	Creative	Views
Audi	R8 Slowest Car We've Ever Built	776,000
Audi	RS6 Gymnasts	114,000
Audi	A5 Rhythm Of Lines	105,000
Audi	Audi 100 CS (1986) ski jump	94,000
BMW	It's only a car	84,767
BMW	See how it feels	78,854
Audi	RS4 Bull	70,000
Mercedes	Alonso vs Hamilton	20,851
Mercedes	Every owner has a story	13,008

Source: You Tube

Car Advertising 'You Tube' Views

The ads are not only viewed again and again, they are also talked about. They have generated over 1.3 Million mentions within blogs. Here's a selection of what people have said:

- "This is an admittedly very cool new ad for Audi,..."
- "The latest Audi advert a real killer"
- "There's no doubt it's a winning ad,..."
- "Ultra Cool 2009 Audi RS6 Gymnastics TV Advert"
- "2 Great Audi Ads We Never See in the USA"
- "It's an Audi ad. It's beautifully shot. Audi drivers will love it, partly because the car looks stunning but mostly because it will make them feel slightly superior"
- "My award for the most impressive ad on right now would be the Audi (RS4) advert. It's dark, creepy and beautifully shot.... The advert ends with with spider's webs spelling out Vorsprung Durch Technik. Very impressive."
- "The RS4 TV ad really really kicks serious arse" (Source: Various Online Automotive Blogs).

History of Advertising Trust

Analysing an Advertising Campaign "Firing up the Quattro"

SUMMARY AND QUANTIFYING THE EFFECT OF COMMUNICATIONS

We have demonstrated that Audi's share of the car market has grown substantially faster than in the other four European markets. We have demonstrated that this cannot be the result of improved product, distribution, pricing, economic or competitive factors.

We have shown that Audi's brand image in the UK has improved relative to the other major European markets. We have shown that communications have been responsible for driving Audi's brand image, and we will now go on to quantify the effect of these communications.

To do this, we will compare Audi's UK performance between 1999 and 2007 against the aggregated performance of the other major European markets. Variations in product range, pricing strategy, media spend and distribution have been broadly similar over time. The only significant difference has been communications.

We can calculate the volume that Audi would have gained had it followed the same share growth as the rest of Europe. The difference between this figure and the actual sales figure is the incremental volume gain from UK communications.

This represents approximately 50,030 extra cars sold, which equates to additional revenue for Audi of £1.29 billion. Communications spend for the period was £172 million. This means that every £1 spent on communications produced £7.50 in extra revenue.

For communications to have paid back it would require the profit margin to exceed 13%. For confidentiality reasons, we are unable to disclose profit margins here, but we can say that communications have more than paid for themselves.

We should also consider that this figure only takes into account the additional effectiveness of communications of the UK versus other markets, rather than the total effectiveness of communications in the UK, which is likely to have been considerably higher, especially given the high adstock that such a long-running brand like Audi will have. This shows just how profitable Audi's communication strategy of the last decade has been.

History of Advertising Trust

Analysing an Advertising Campaign "Firing up the Quattro"

Classroom activity

- Using the examples of quantitative and qualitative research findings in the Audi campaign devise an activity for your students to research data sources for their own campaigns.
- Using the video clips available to you in this course as exemplars devise an activity that will enable your students to consider how their campaigns could be monitored and evaluated.
- Use the template schedule below and devise a classroom activity to develop a production schedule for your students' advertising campaigns.

[Insert name of campaign] Planning Schedule

[Insert Client Name here]

[Insert name of Campaign Manager here]

Activity	Start date	End date	Owner	Completed	Contingency

History of Advertising Trust

Analysing an Advertising Campaign "Firing up the Quattro"

Analysing a campaign - Leading Communication Innovation

Audi's communication's plan aimed to demonstrate leadership within the prestige car sector by focusing on its most prestigious and high performance models with the objective of turning cars into icons; asserting Audi's commitment to design, performance and innovation; and using alternative and innovative channels for communication.



The most profound change to our communications strategy concerned our approach to creative and channel thinking. We observed that the way people buy prestige cars was radically changing. Ten years ago, the average prestige buyer would think seriously about cars only once every three years, when their car needed replacement.

We now found that prestige new car buyers were 'always on': always aware of the market, always researching their options, and using a plethora of media to do it. We were now in an age of casual consideration.

'Always on' car buying had two big implications for our channel thinking.

- We were now in a world where brand image could be equally influenced by product placement in movies, user generated content on YouTube, Jeremy Clarkson's latest rant – as brand communications. We couldn't just be an advertiser. Our communications would need to lead popular culture: to invite participation and create debate.
- We also needed to lead buyer behaviour. With no significant increases in overall communications budgets, and an increasingly fragmented media environment, we would need to pull people through from consideration to conversion more efficiently.

History of Advertising Trust

Analysing an Advertising Campaign "Firing up the Quattro"

Leading popular culture

We explored leading brand behaviour in sectors outside our own. Brands like Nike and Apple don't just advertise. They create experiences and content for people to engage with.

We set ourselves the challenge of becoming content creators. In the years since 2000, Audi has gone from pure advertiser, to creator of prestige brand content. It's been a music brand, a curator, a publisher. We've created content that has shown people what Audi's 'Vorsprung' philosophy means in the context of contemporary culture.

For the launch of the RS6 in 2003, Audi created an edition of GQ magazine. The 'Power Edition' featuring modern icons of power – including the RS6.



GQ Power Edition

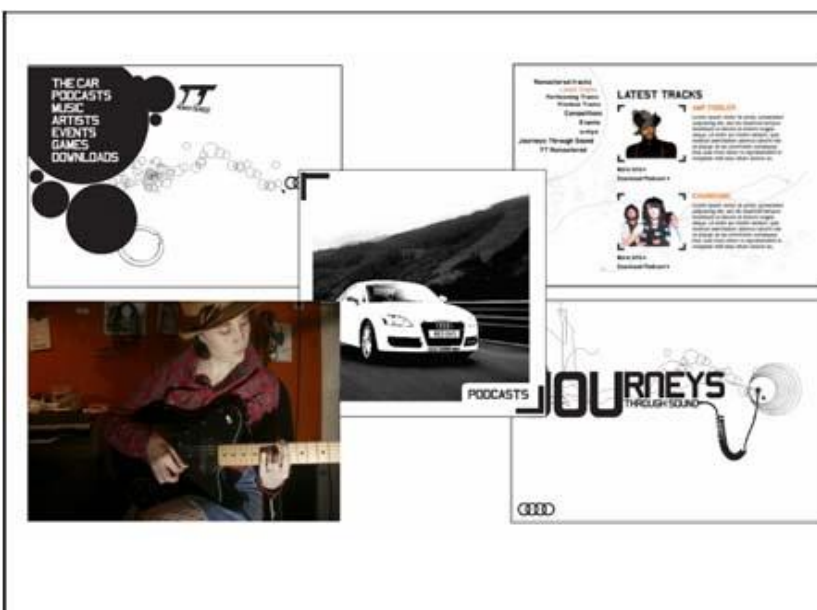
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Analysing an Advertising Campaign "Firing up the Quattro"

Our campaign for the original Audi TT revealed that it had been designed under the influence of Jimi Hendrix. A key strand of activity was an Audi curated Hendrix photographic exhibition.



Hendrix Exhibition



For the launch of the new TT, Audi turned music label, offering contemporary versions of classic tracks, with its TT Remastered campaign.

TT Remastered

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Analysing an Advertising Campaign "Firing up the Quattro"

For the launch of the new A6, Audi offered a trip to space as part of its Patents campaign.



A6 Patents campaign

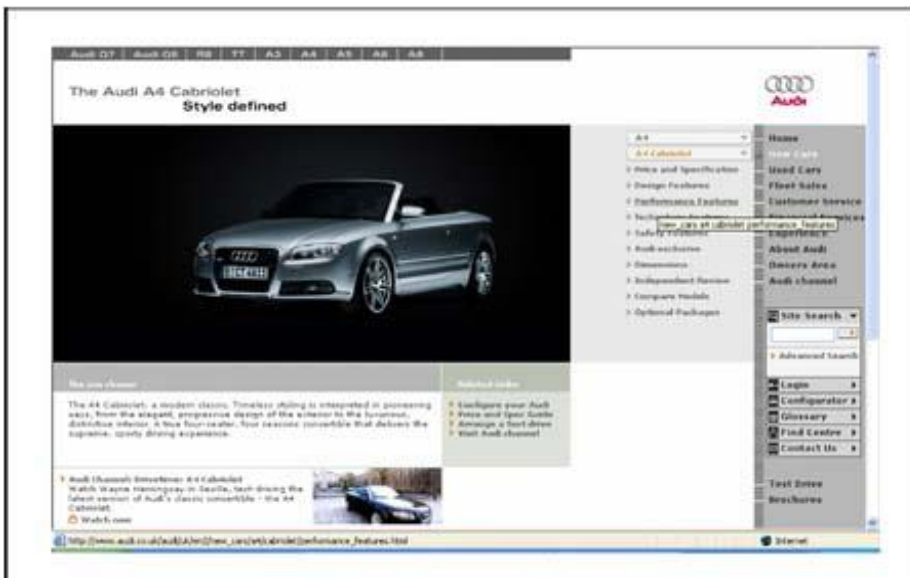
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Analysing an Advertising Campaign "Firing up the Quattro"

Leading buyer behaviour

In response to the 'always on' buyer, we developed an 'always on' channel strategy. Traditional advertising moved from a burst approach to a more continuous approach, with more efficient targeting allowing us to extend our campaign presence over longer periods.

We increased our commitment and investment online. Increasingly, audi.co.uk functions as a virtual dealership, enabling customers to research and configure their perfect Audi. Rich media content enables people to engage more deeply with the Audi brand.



Our most radical innovation was to develop the Audi Channel: a 24 hour TV channel available on the Sky Digital platform, and latterly on audi.co.uk. It was the first brand-owned TV channel in the UK. (Note the Audi TV channel can now be found at tv.audi.com and on YouTube - <http://www.youtube.com/user/Audi>)

The Audi Channel was designed to create a rich experience for prospective customers at any time of day, at any point in the purchase process, without having to set foot in a dealership. Through a continually refreshed suite of bespoke programming, the Audi Channel has allowed potential customers to get engaging and in-depth information, on Audi's cars, the Audi brand and Audi's motor sport credentials.

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Analysing an Advertising Campaign “Firing up the Quattro”

Classroom activity

- Using examples above, create a classroom activity to encourage your students to think about and research innovative media channels for their advertising campaigns.
- Research and evaluate the cost of each channel and the best fit in terms of reaching the target audience.

History of Advertising Trust

Analysing an Advertising Campaign “Firing up the Quattro”

Links

The images and commercials used in this resource have been selected to illustrate the main points of the text.

Digital advertising images and TV commercial footage can be supplied by HAT on almost any theme at reasonable prices. You may wish to browse through HAT’s [online catalogue](#) for more ideas and inspiration.

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