



MMA CASE STUDY

SMARTIES

Audi Takes Snapchat by Storm on Super Bowl Sunday

Campaign Summary

Super Bowl Sunday is the biggest advertising day of the year, and as a result every media channel becomes overwhelmed with brand messaging. In an attempt to differentiate itself from the competition, Audi launched a campaign on the relatively new social platform Snapchat, sending followers humorous pictures relevant to the game in real time. The campaign generated millions of earned impressions and introduced Audi to a new generation of consumers.

Strategy

Objective and Context:

Audi was the first brand to feature a hashtag in a Super Bowl commercial in 2011 and wanted to remain at the forefront of real-time marketing around the event. Every year this was becoming more difficult as more brands entered the fray, creating an overwhelming amount of real-time clutter on every social channel.

Target Audience:

The intended audience for this campaign was Super Bowl viewers and Snapchat users, who are typically Millennials. The Super Bowl campaign promoted the Audi A3, a new entry-level sedan, and targeted first-time luxury buyers, allowing Audi to engage a younger generation.

Creative Strategy:

In order to authentically connect with a new audience, the brand decided to leverage a new platform: Snapchat. The mobile photo-sharing app had exploded in popularity, with its legions of mostly Millennial users sending millions of ephemeral photos, drawings, and videos each month. Very few brands have fully embraced the platform yet, and none had used it on a stage as large as the Super Bowl.

The idea for the Snapchat activation was simple: authentically connect with and entertain the Millennial demographic through platform-relevant content to drive online buzz. Audi wanted to generate public online conversation through raw, privately distributed, humorous content to stay above the fray of overly produced marketing messages flooding users' Twitter feeds.

Execution

Overall Campaign Execution:

Leading up to the game, Audi urged consumers through other social channels to follow the brand on Snapchat. Although Audi also had a Super Bowl commercial airing during the game, the Snapchat activation was creatively independent and purely mobile. The fact that very few brands and no automotive or luxury brands had achieved success on Snapchat added to the intrigue and the uniqueness of the campaign.

Mobile Execution:

Audi chose to run a Snapchat campaign based on consumers' second-screen viewing habits around television, especially during events like the Super Bowl. A 2013 survey by the Mobile Marketing Association found that 59 percent of Super Bowl viewers used their mobile devices during the game, making social media on mobile an ideal platform to engage them.

Despite the fact that it was a digital activation, the process was low-tech and involved relatively low spend, using only simple photos and a smartphone. The snaps were developed by pairing stock photos with clever captions that joked about real-time aspects of the game and the halftime show. The brand manually accepted 5,500 new followers one by one on Sunday, in addition to the 5,000 followers added in the two days leading up to the Super Bowl.

Results

Since most automotive brands focused their game-day marketing efforts solely on TV and established social media platforms like Twitter, Audi decided to go in a different direction by leveraging a new engagement channel that interacted with those more traditional channels. The snaps provided a second-screen experience by riffing on what was happening on TV, while the fans shared their excitement and spread the word about the activation by posting on Twitter. This strategy paid off, as Audi ended up generating more online conversation than any other automotive brand during the game.

Many fans shared the private snaps publicly to their followers on Twitter, claiming that the snaps from Audi were the only enjoyable part of the Super Bowl in light of the lackluster game. There were 100,000 total views of the Snapchat Stories that Audi posted, and the 2,400 campaign mentions on Twitter reached 37 million impressions. The excitement and enthusiasm this created spilled over to other channels, with the brand's Twitter following growing by 2,500 and its Facebook fan base increasing by 9,000.

Advertising Age reported that Audi drove the most online mentions of any automaker during the Super Bowl, one-third of which resulted from the Snapchat campaign. Snapchat remarked that Audi was one of the fastest-growing followings they had ever seen, and they received multiple partnership inquiries from major brands the day after the game, which had never happened before. By pioneering a new platform and a more intimate brand relationship with relevant content, Audi drove brand awareness among Millennials on both traditional and social media platforms, generating more online conversation than any of its competitors on the biggest advertising day of the year.

Source

"Audi Takes Snapchat by Storm on Super Bowl Sunday." 2014 MMA Smarties Use of Mobile Social Media Finalist. Brand: Audi. Lead Agency: Huge.