

The Challenge

Audi Australia has experienced sustainable growth over the last 8 years. As part of the all-new Audi Q3 launch, Audi wanted to drive brand affinity and connect with their upwardly mobile target audience on an emotional level through a variety of digital touch-points.

The Solution

The Audi Q3 target audience is technologically savvy and always on the move, and therefore mobile provided an ideal channel to reach these consumers. The use of mobile rich media also encouraged users to interact with the Audi Q3 brand on a very personal device, and provided conversion points for users wanting further information.

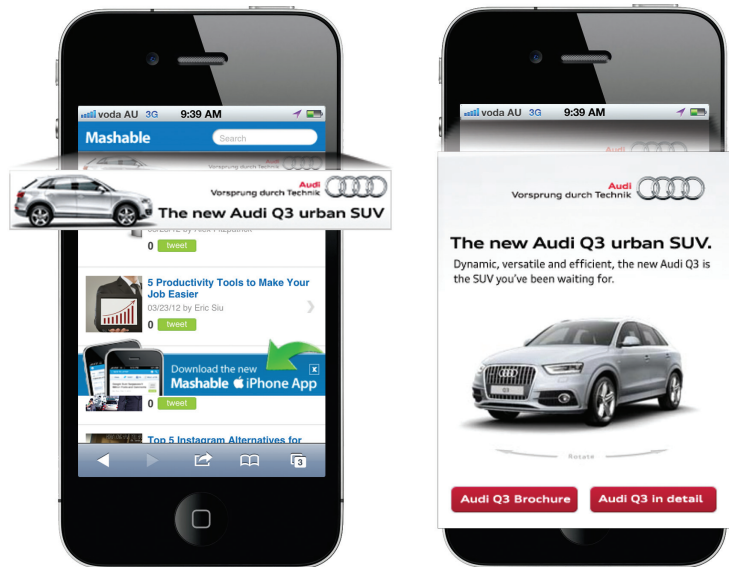
The Results

The campaign achieved a peak CTR of 1.025%, with an average CTR of 0.67%. The campaign provided a rich media environment for consumers to interact with the new car through interactive 360 degree HTML5 technology. 5% of consumers clicked through to download a brochure and 7% clicked through to the m-site for more information.

Audi embraces HTML5 mobile rich media technology to drive awareness of the Audi Q3

Objective	Build awareness
Target	Predominantly males in capital cities between ages 30 and 39
Solution	HTML5 rich media, time targeting and publisher category selection
Platform	Smartphones

Results Peak CTR Of 1.025%, high engagement with rich media experience. 5% of consumers downloaded the Q3 brochure; 7% of consumers clicked through to the m-site for more information



Mobile marketing plays a pivotal role in our digital marketing strategy, and we strive to deliver innovative and user-friendly experiences.

Audi Online Marketing Executive