



## Audi Australia

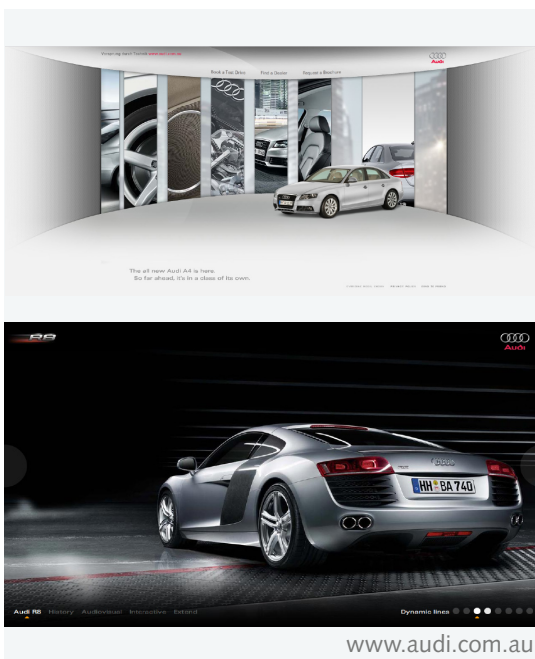
### Leading brand strategy

MassMedia has been Audi Australia's digital partner for the past five years. Over this time, digital marketing has become a major part of Audi's communication strategy.

The digital medium is critical for Audi to increase brand awareness and build better customer relationships. Through this they could provide better service, more relevant information and personalised content.

In the highly competitive luxury automotive sector, it is essential for Audi to remain at the forefront of digital innovation. MassMedia has fostered the evolution of Audi's interactive mix; extending this across all digital touch-points – web, CMS systems, mobile, email, online advertising and kiosk.

In developing leading campaign strategies, MassMedia collaborates with Audi's other agencies to ensure a truly integrated approach. MassMedia also works with Audi Australia's extensive dealer network. Dealers use MassMedia's relationship marketing platform, Traction to manage targeted and trigger-based emails as well as providing better service through the use of SMS (for example, car service reminders).



*"With MassMedia Studios as our digital agency we can be confident of being at the forefront of automotive digital marketing, and while MassMedia consistently create innovative marketing strategies for us, we can rest assured that they are always focussed on our business goals and will deliver a positive return on investment.*

*"MassMedia Studios provide us with a one-stop digital marketing solution, and are highly competent at collaborating with the other agencies with which Audi works. The lines of communication are always clear and with MassMedia, we always know what we will get, the best. I have no hesitation in recommending MassMedia Studios to any large organisation looking for a professional, pro-active digital agency."*

Alastair Manihera  
CRM and Dealer Executive  
Audi Australia

For more information please visit  
the MassMedia website at  
[www.massmedia.com.au](http://www.massmedia.com.au)

contact us  
+61 2 9211 4344  
[contact@massmedia.com.au](mailto:contact@massmedia.com.au)

For more information please visit  
the MassMedia website at  
[www.massmedia.com.au](http://www.massmedia.com.au)

contact us  
+61 2 9211 4344  
[contact@massmedia.com.au](mailto:contact@massmedia.com.au)