



Audi 5earch

A campaign with drive

The Q5 represented Audi's first foray into the compact SUV market. The Australian launch campaign needed to give users a truly integrated experience, which highlighted the vehicle's award-winning, driver-centric technology and showcased its drivability in any terrain.

Objectives

The campaign sought to generate strong sales leads via marketing opt ins, test drive bookings, dealer searches and brochure requests.

To achieve this, a high level of impact was required across all the DM, outdoor and online advertising material. The specific online objectives included:

- Integrating seamlessly with above-the-line material.
- Encouraging repeat traffic and site loyalty.
- Driving word-of-mouth marketing.
- Achieving measurable sales lift.

Solution

MassMedia created a concept titled 'The 5EARCH', an innovative adventure across Australia and the World Wide Web. The 5EARCH campaign ran over five weeks and challenged target audiences to complete daily and weekly challenges in the virtual and real world.

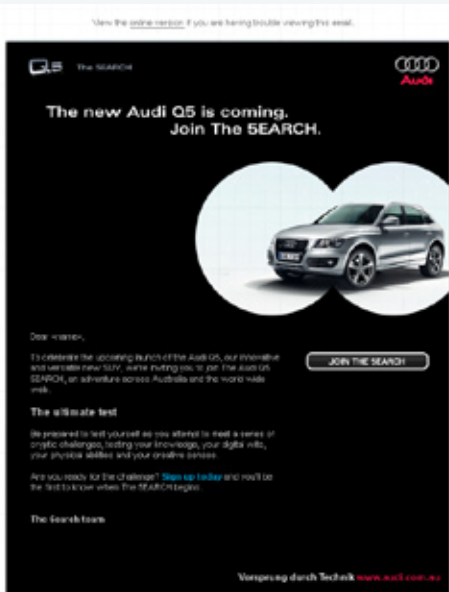
The campaign ran over five weeks and offered weekly and overall draws to win money-can't-buy, luxury driving experiences in Melbourne, Sydney, Adelaide, The Daintree Rainforest and Hamilton Island.



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The approach was designed to appeal to the target market's sense of individuality, their love of a challenge and their competitive edge. Using the sleekly designed, core website as a base, users were encouraged to interact with different media including outdoor, press and print, SEM, SEO, social media, email and SMS in order to find clues that would help them answer daily challenges. Viral elements such as 'friend get friend' functionality as well as individual and overall leader boards were used to drive word-of-mouth recommendation.

Outcome

Audi experienced uplift in vehicle sales and dealership visits during the Audi Q5 'The 5EARCH' campaign. Results included:

- Test drives 49 (Target 40).
- Find a Dealer 449 (Target 200).
- Request a brochure 281 (Target 100).
- 5,019 registrations (Target 3,000)

Results from the website were equally impressive:

- 31,223 unique visitors.
- 387,372 page views.
- An average site visit time of 7.10 minutes.

Email results also exceeded expectations with open rates as high as 63.5% and click-through rates reaching 80.8%.

The Future

The 5EARCH campaign gave users an integrated and innovative brand experience. The central concept of challenge and competitiveness, backed up by engaging content, generated repeat traffic and site loyalty levels not before seen by Audi.

The depth and detail of the content, combined with the attractive and sleek interface, provided users with a holistic understanding of the product and brand. The use of multiple channels promoted Audi as a leader in this marketplace and the fully integrated online profiling has provided a firm platform for future marketing communications.

"TBC by Jacqui."

Jacqui Harvey

Marketing Communications Manager

Audi