



TIPS, TOOLS AND INSPIR

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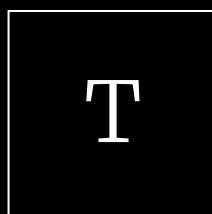
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*Audi adapted its latest TV spot by BBH London, aiming to convey a serious message about*

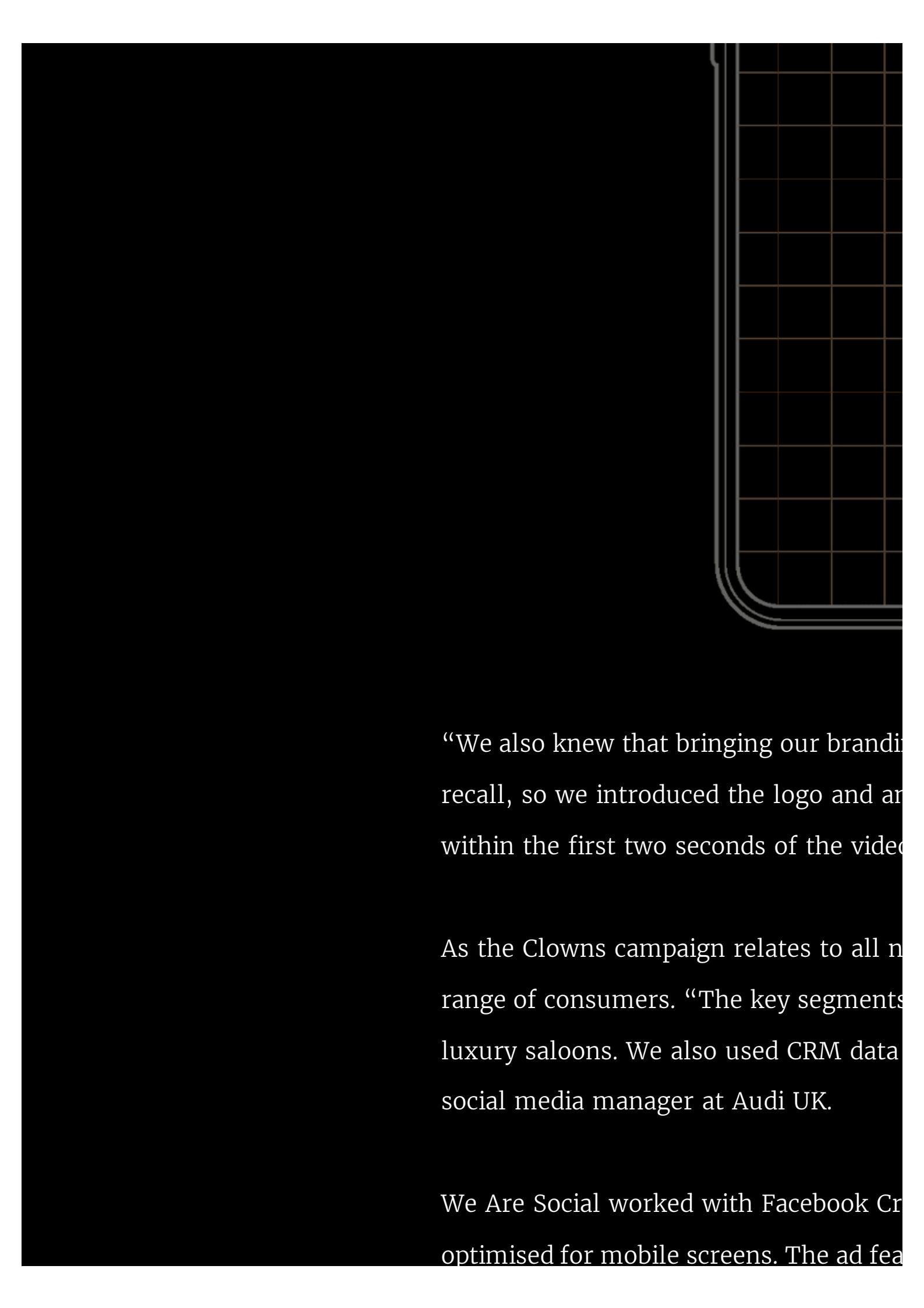


he Audi Clowns ad is a less serious but important with humour. London to promote the brand.

of circus performers who engage in a number of colourful comedy vehicles, from applying make-up backwards. As Audi cars encounter the vehicles, they kick in to prevent disaster.

We Are Social then created two 10-second Instagram. Each one focused on a particular platform, explaining the technology in more detail.

“We know in today's Facebook news feed, the campaign was to gain cut-through of the ad. [So] we chose the two features that would be easily understood and digested. Additionally, we used impactful typography and a name,” says Nick Dodd, group account



“We also knew that bringing our branding into the video would help with recall, so we introduced the logo and an Audi A8 in the background within the first two seconds of the video,” says the social media manager.

As the Clowns campaign relates to all new Audi models, it’s aimed at a wide range of consumers. “The key segments are Audi A6, A7, A8 and Q7 luxury saloons. We also used CRM data to target Audi fans,” says the social media manager at Audi UK.

We Are Social worked with Facebook Creative Shop to create the video, which was optimised for mobile screens. The ad features a clown who is a fan of Audi, and the video ends with the Audi logo and the words “Audi. The Clowns.”

spot, showing Audi cars responding to v  
and goes on to explain the ‘serious tech

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# 270 POINT UPLIFT IN SEARCHES FOR 'AUDI TECHNOLOGY'



**"THIS CAMPAIGN  
CAN CREATE ENO  
USING EXISTING  
CONCEPT IS ST**

Text and infographics are used to explain features some playful icons such as jugs and carousel features in Canvas (users can Saloon parked between two comedy vehicles).

The Facebook and Instagram ads form part of a responsive out-of-home advertising, a second bumper ads created for YouTube.

Brands are often advised to shoot bespoke content for each platform. This means that this campaign is proof that you can create a single, cohesive campaign if the concept is strong enough (and you have the budget).

But creating an edit for social media requires a different approach to a standard video clip. With Clowns, Audi and We Are Social have created a series of short, vertical video clips (and in the case of the Canvas ad, vertical images) that clearly explain the function of each ad and how it fits into the overall campaign. The resulting content is faster-paced but the overall message is clear.

The campaign had 8.4 million views across the platforms and a 12.2% uplift in searches for ‘Audi technology’ in the UK. This uplift was measured via a ‘brand lift’ study, which measures the change in consumer perception of a brand.

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***Great Work is part of Inspire, an ongoing partnership between Facebook and Instagram to showcase outstanding creative work across both platforms.*** Facebook and Instagram are working together to help creative communities understand mobile marketing. They are showcasing the best of mobile marketing across a range of different formats – from Instagram video to Facebook Canvas ads. The campaign is designed to help brands and stakeholders. It also showcases successful campaigns from the past year. You can visit [facebook.com/ads/creativehub](https://facebook.com/ads/creativehub) and see the inspiration for yourself.

