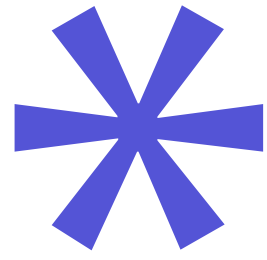


Audi of America: It Matters

CASE STUDY





Audi of America It Matters

PROJECT SCOPE

Broadcast, online video, stills, and socials

SERVICES

Production

Post-Production

SITUATION

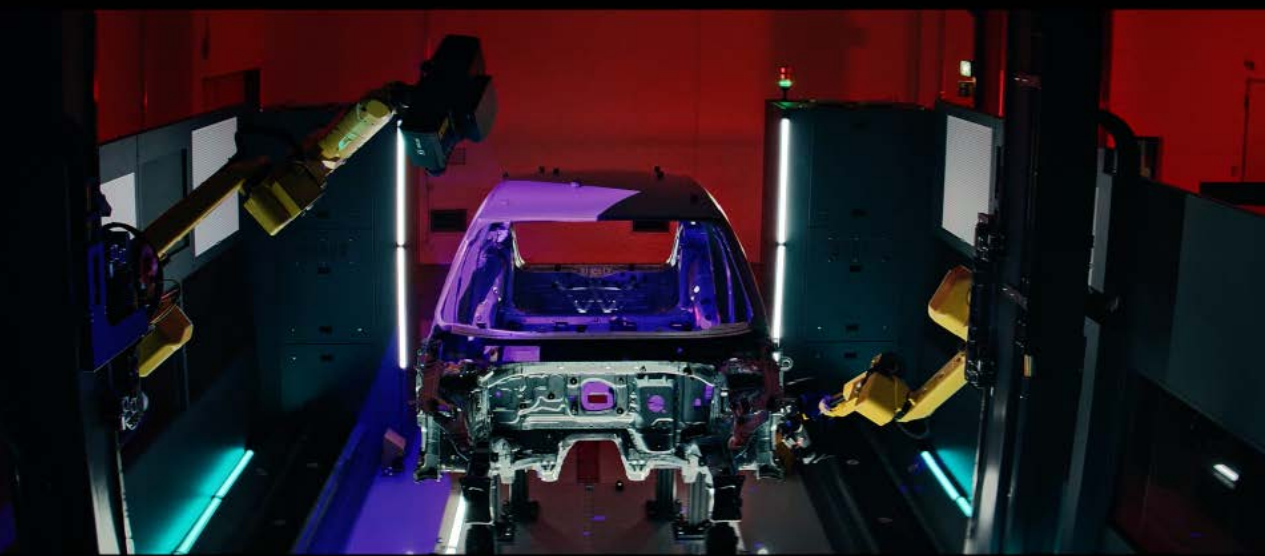
Audi puts all their vehicles through stringent tests to guarantee peak performance. However, these tests often remain hidden from public view. Audi wanted to show the rigorous testing they put their SUVs and sedans through at their factory in Germany, but they also wanted to feature how those tests relate to performance in real-world environments. Through a creative partnership with Ogilvy and Audi KreativWerk, we set out to capture the footage to do just that.

SOLUTION & SCOPE

Working with Audi of America and their Creative Director, Nicholas Kleczewski, we undertook one of the most extensive video productions in our agency's history. Over six months, we crisscrossed the globe to film in over 20 awe-inspiring locations—from the great redwoods of California to the high security Audi factory in Ingolstadt, Germany. With exclusive access to confidential sites and cutting-edge equipment, we transformed this ambitious vision into reality, delivering a staggering portfolio of over 1,000 assets to Audi of America.



European models shown. Specifications may vary.



2023 Audi A4 Premium Plus with optional features shown. Specifications may vary.



European model shown. Specifications may vary.



2023 Audi A3 Prestige with optional features shown. Specifications may vary. Professional driver closed course. Do not attempt.



European model shown. Specifications may vary.



2023 Audi A5 Sportback Premium Plus with optional features shown. Specifications may vary. Professional driver closed course. Do not attempt.



2023 Audi A5 Sportback Premium Plus with optional features shown. Specifications may vary. Professional driver closed course. Do not attempt.



European models shown. Specifications may vary.



Professional drivers closed course. Do not attempt.



Progress you can feel.

* Video – Sedan Family





European models shown. Specifications may vary.



Always examine unknown areas in advance, adjusting your speed and driving style to road condition. NEVER enter water that has a current or where you do not know depth.



Always examine unknown areas in advance, adjusting your speed and driving style to road condition. NEVER enter water that has a current or where you do not know depth.



Professional driver closed course. Do not attempt.



European model shown. Specifications may vary.



2022 Audi Q7 Prestige with optional features shown. Specifications may vary. Professional driver closed course. Do not attempt.



European model shown. Specifications may vary.



When driving during winter weather conditions, ensure that your vehicle is equipped with appropriate all-season or winter tires. Always drive in a manner appropriate for the weather, visibility and road conditions. 2023 Audi Q3 Premium Plus with optional features shown. Specifications may vary.



Only drive and park where it is permitted and always stay on provided roads and paths. See owner's manual for important information regarding off pavement use. 2023 Audi Q5 Premium Plus with optional features shown. Specifications may vary.



Only drive and park where it is permitted and always stay on provided roads and paths. See owner's manual for important information regarding off pavement use. 2023 Audi Q5 Premium Plus with optional features shown. Specifications may vary.



European models shown. Specifications may vary.



Progress you can feel.