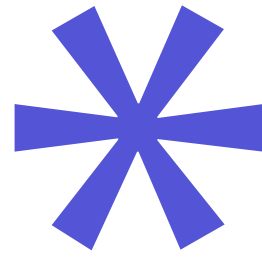


# Audi: An Avant Story

CASE STUDY







# Audi

## An Avant Story



### SERVICES

Production

Post-Production

### SITUATION

Audi was making the North American introduction of its RS 6 Avant, a high performance station wagon that evoked the spirit of the iconic original RS Avant. The RS 6 easily delivered on design, driving dynamics, and everyday functionality making it a worthy successor to one of the brand's performance icons. They just needed a teaser campaign worthy of the excitement and interest that Audi Avant devotees already had for the upcoming car.

### SOLUTION & SCOPE

Tilt has a close partnership with Audi's in-house creative agency, KreativWerk, and their Creative Director Nicholas Kleczewski, and his vision led the way. Together, we created an Avant Story, a 6 1/2-minute touching retrospective of a young man's life and his love for Audi Avants. It starts with him bonding with his father over his Audi as a young boy and follows through a lifetime of moments as his connection with the brand grows, and he finally becomes a father himself. Throughout the story, we celebrate the amazing models and eras of Audi Avants. In the end, the cycle of love continues with a daughter who connects with her dad over his Audi.

### PERFORMANCE RESULTS

Just two days after launch, the video received 26M+ media impressions.

To date it has 3.6M+ views across YouTube and Facebook alone.

Campaign Magazine's 2020 Brand Film Awards recognized this great example of brand storytelling with two Honorable Mentions for Directing and Cinematography as well as Finalist for Automotive/Transportation and Emotion categories.

*"An Avant Story" has become one of the most successful pieces of content Audi has ever produced. – Danielle Vontobel, Manager, Audi KreativWerk*





Always obey local speed and traffic laws.