

IAB – Automotive Seminar

February 26th 2013

höl'är



Audi
Vorsprung durch Technik



agenda

1. Introduction
2. Consumer snapshot
3. What are the challenges
 - i. Increasing competition
 - ii. Compressing innovation cycle
 - iii. Hyper informed consumer
4. Innovation driving effectiveness
 - i. Value creation through brand
 - ii. Contextualising innovation
 - iii. Beyond the purchase
5. Things to take away
6. Thanks

1. Introduction

hi, we're hōl'ər

We're a digital creative agency.

Holler was set up with a simple ethos: **work hard, be honest and keep it creative.**

We focus on developing content that people actively seek out and want to view - not advertising which people traditionally look to avoid.

We create advocates, not ads.





hi, we're Audi

Since 2004, the Audi brand has more than tripled its sales and continues to launch exciting and sophisticated new models each year to a receptive Australian public.

We have three brand values:

Sophisticated

Sporty

Progressive

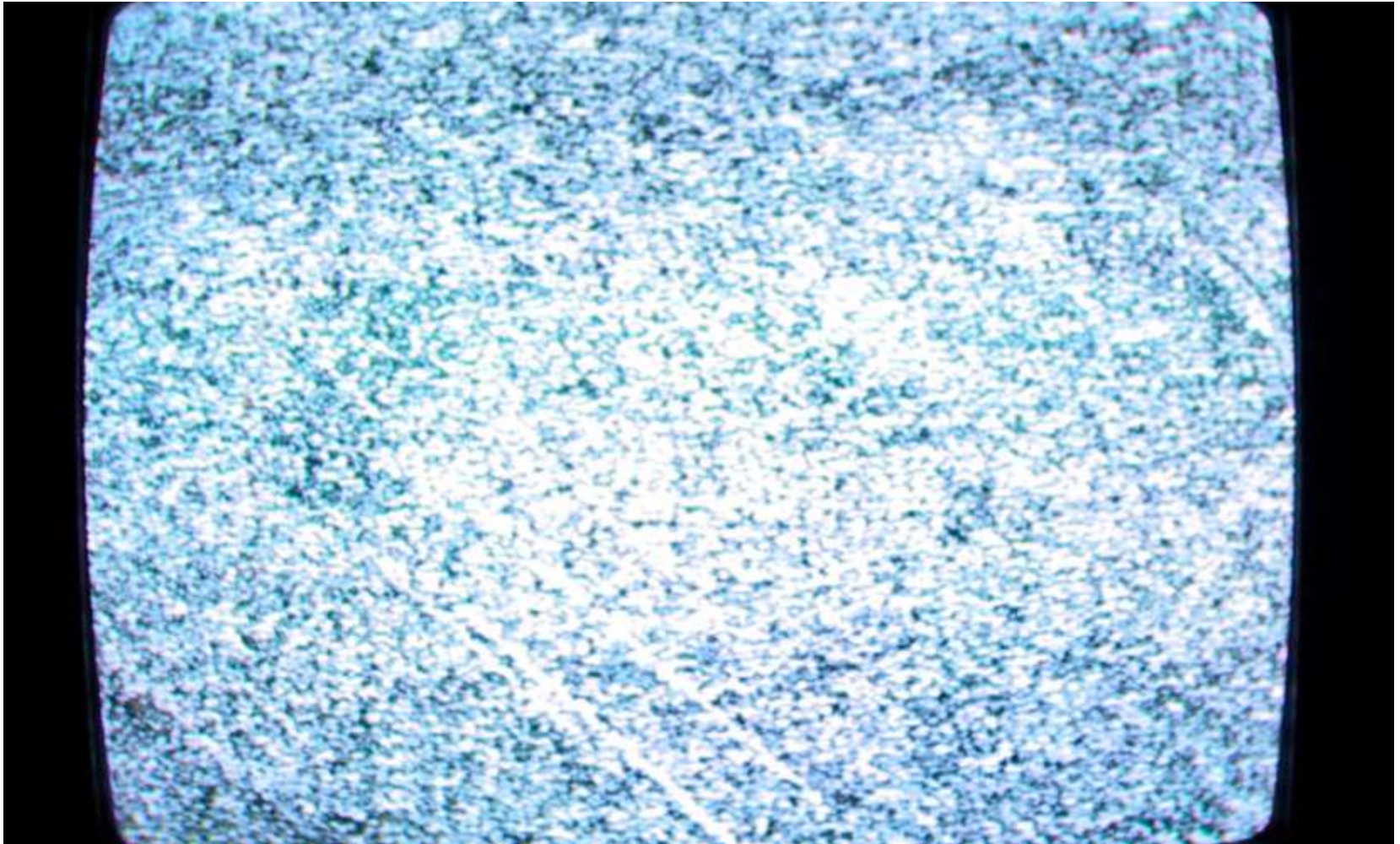
Vorsprung durch Technik is our brand ethos and what drives us.

2. Consumer snapshot



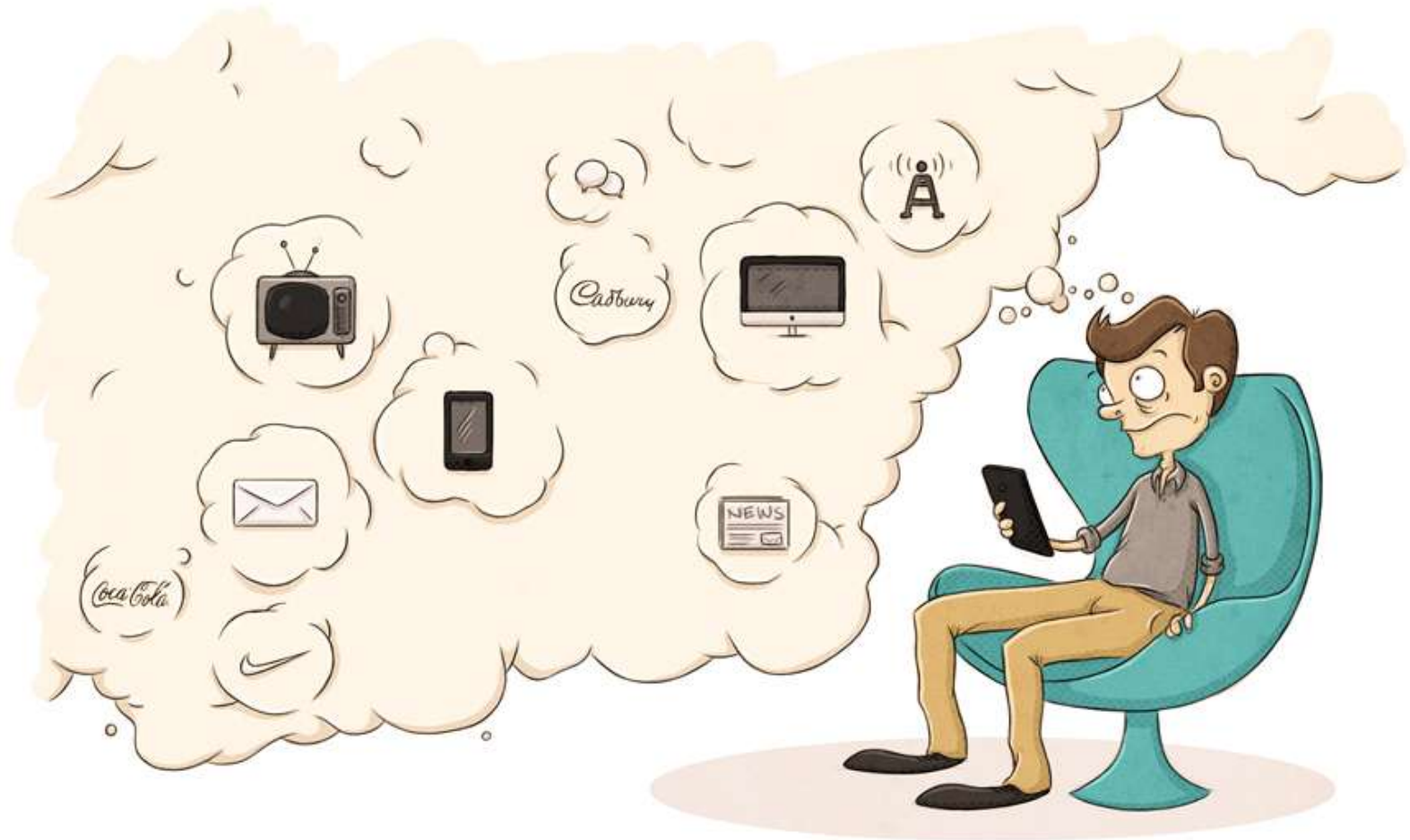
technology is disrupting peoples behaviour

Is dramatically changing behaviour and its adoption and integration into our lifestyles is happening at a velocity that is hard to anticipate. Nevertheless, it has provided us with unique ways of connecting with consumers whilst simultaneously providing consumers with tools to avoid our messages.



making it harder to get messages to cut through

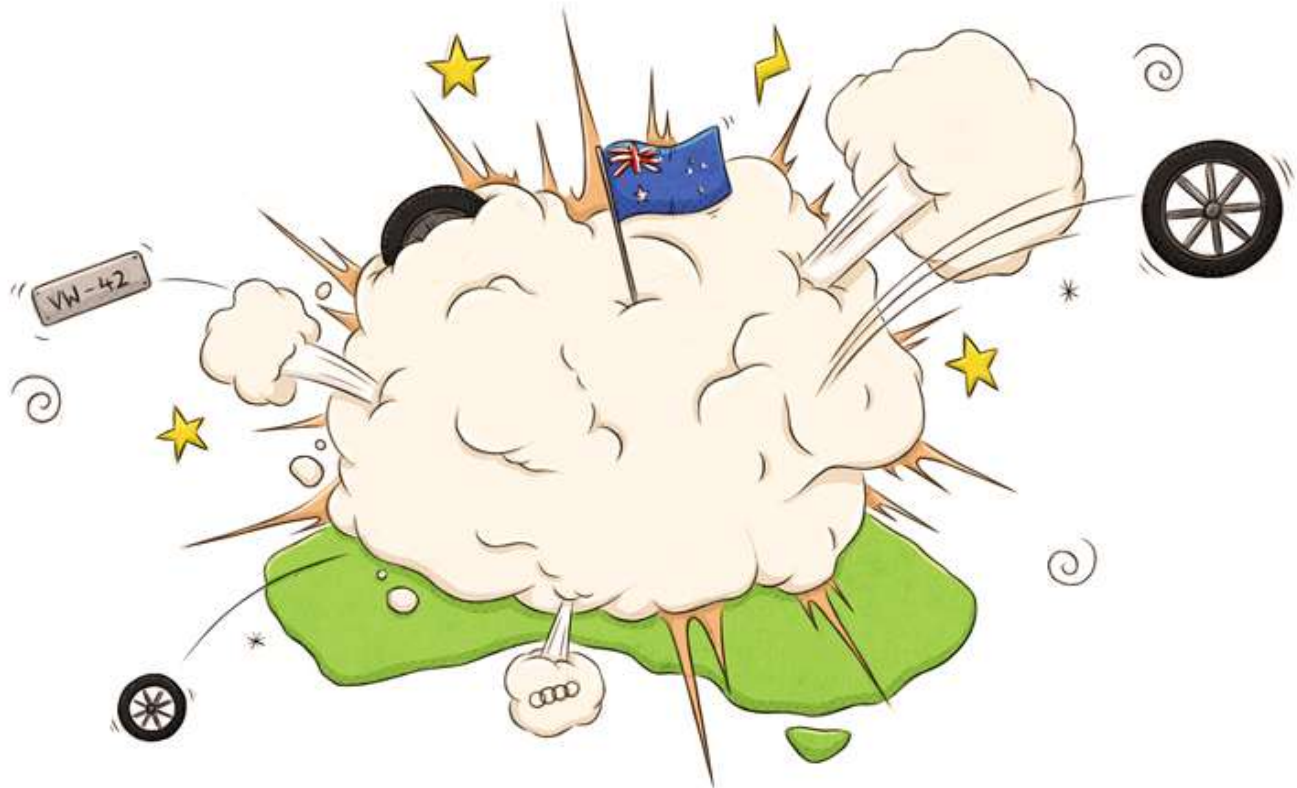
With more media, accessible through more devices we are having to deal with an increasingly distracted consumer. Couple this with the multitude of touch points consumers have to both entertain and inform themselves. This has forced brands to be more inventive, empathetic and innovative with the way they connect.



in-turn forcing us compete with the ALL content

We need to better understand the role that technology and media play in peoples lives. Developing holistic communications strategies against these insights. Strategies that include reach, depth and relationship touch points. The standard of which needs to compete with the broadcast messaging and brand communications vying for the same pool of attention.

3. What are the challenges?



increasingly competitive

Approx 63 automotive brands in Australia. Population of 22 million, of which 16mil are of driving age. Australians bought 1.1 million new cars last year.



hyper informed and increasingly demanding consumer

1 in 5 automotive searches are done on a mobile device. Frequently we find, at the actual dealership where the information is in the customer's hands.

4: Innovation driving effectiveness

increased competition

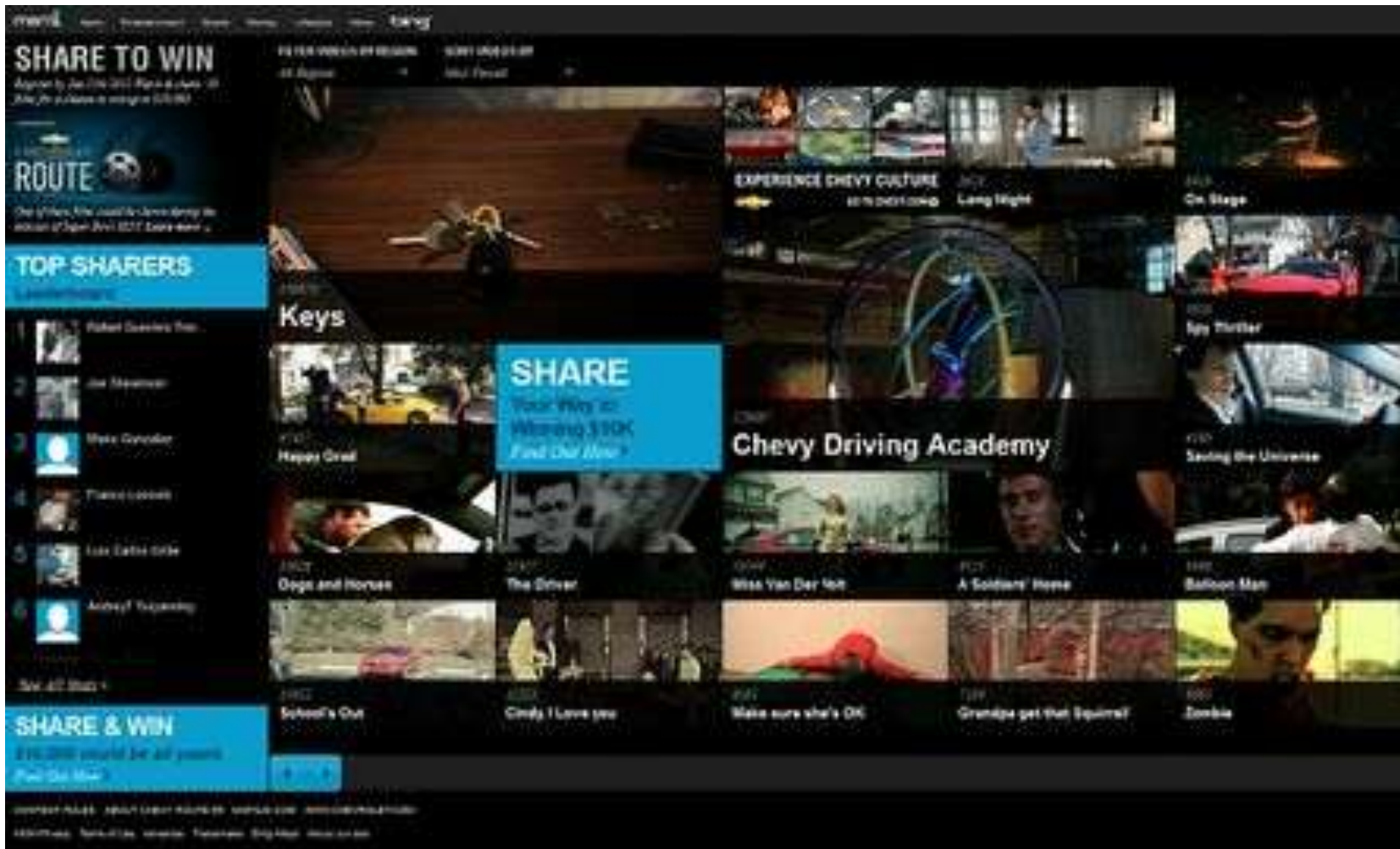
increased competition

solution:

**value creation through
emotional connection and
social credibility**



Chevy Runs Deep



creating social credibility

Incentivising participation and amplification is key to driving credibility around your ATL and digital advertising.



chevy happy grad – 30 sec spot

<http://www.youtube.com/watch?v=GTnlQooZjXA>



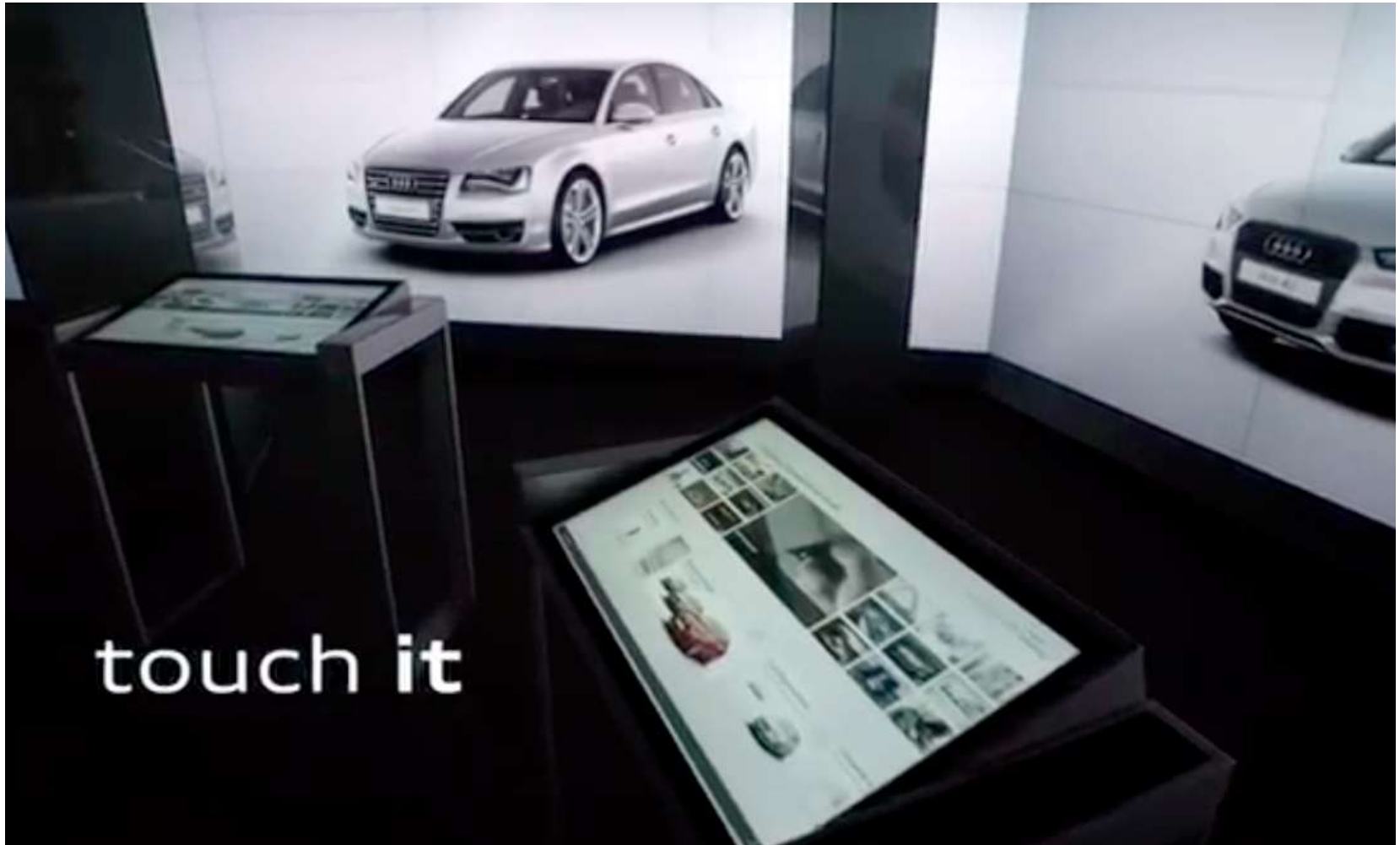
multiscreen behaviours

Harnessing existing digital behaviours to increase ROI for your communications. Ensuring cut through and dwell time throughout your communications executions.

<https://www.youtube.com/watch?v=mHrW0owZPFw>

compressing innovation cycle

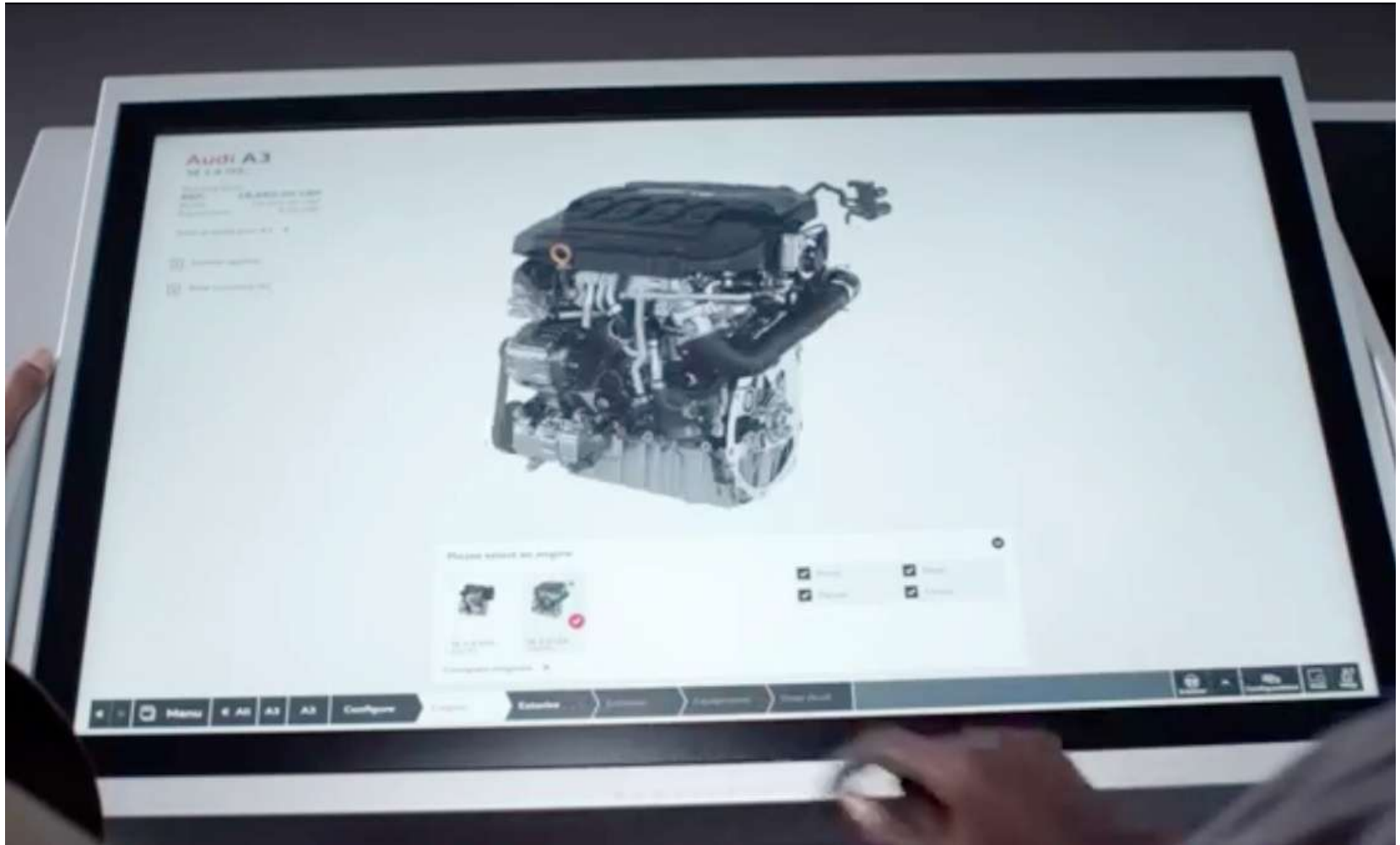
compressing innovation cycle
solution:
demonstrate innovation, with
innovation



Audi City

Reinventing through technology the traditional dealership and retail touch-points. Bringing the Audi experience to where people are – urbanised centres.

<https://www.youtube.com/watch?v=GDdPN6mVLPM>



Audi City

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Audi City

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Mercedes – Invisible Car

An innovative, inventive way of presenting a product development in a unique, creative way. The communication cuts through due to its originality, the messaging is clear due to the strength and nature of the execution.

<https://www.youtube.com/watch?v=zt5AHdQApvg>

hyper informed consumer

hyper informed consumer

solution:

**the vehicle is the product, the
relationship is a service**

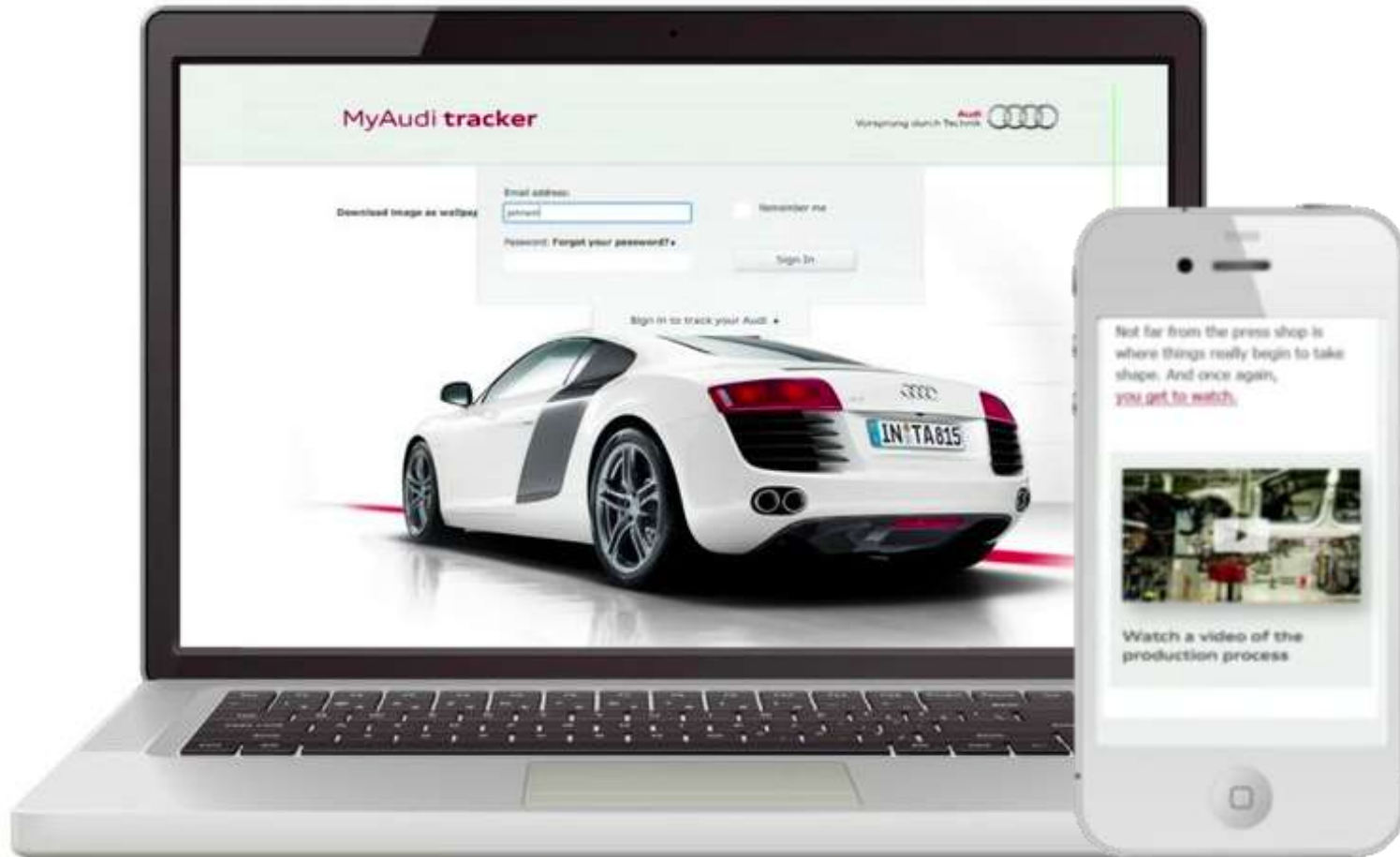


BMW Mobility Services

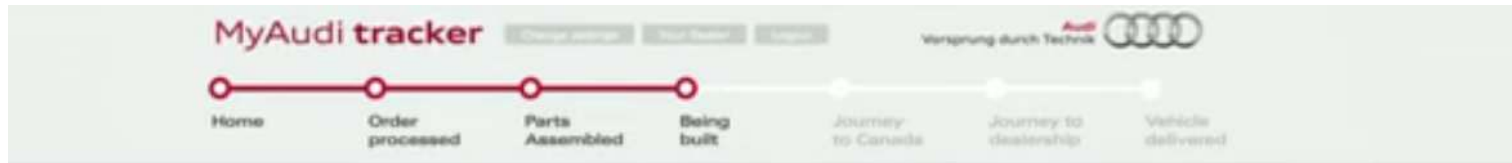
Investing heavily in:

- Alternate revenue streams
- Complimentary businesses
- Overall transportation solutions
- Value add services for it's customers
- Urban technology
- Urban infrastructure

Audi – my car tracker

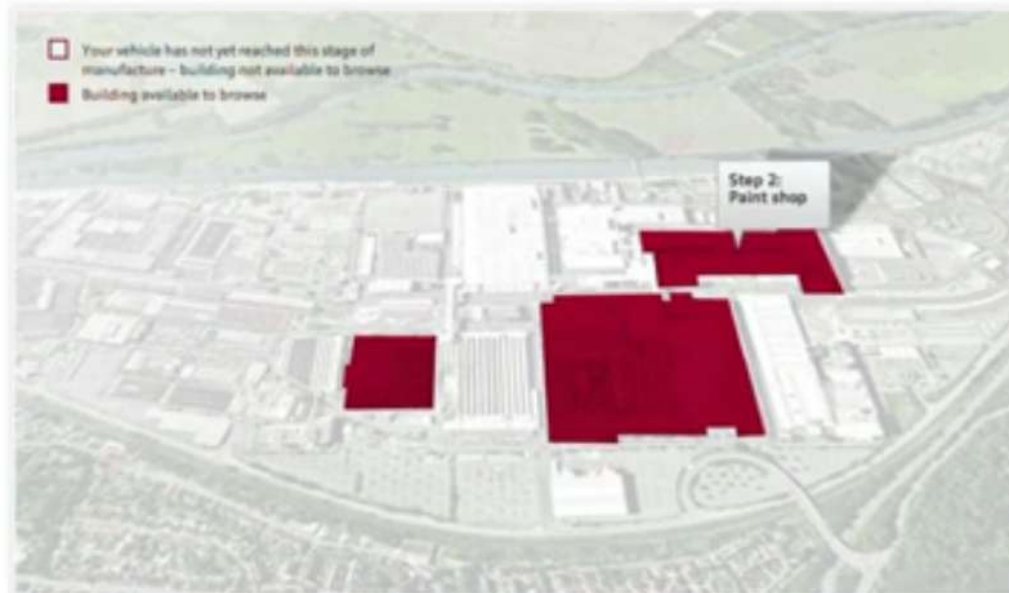


Audi – my car tracker



Your new RB Coupé is now being assembled.

State-of-the-art technology leads to state-of-the-art craftsmanship.
Scroll over the map of the Neckarsulm factory below and click where you'd like to know more.



5. Things to take away

things to take away

- › Brands need to practice what they preach
- › Think beyond the car
- › Customers are your strongest asset – Listen, learn and adapt
- › The most valuable asset you have is the customer that repurchases.
- › Urbanisation is inevitable, manufacturers need to be thinking about the changing nature of automotive retail touch points

6. Thanks

lets chat

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