



Audi

Quidam Campaign



Traction Features Used:

- Integration API's
- Email
- SMS
- Competition entries
- Mobile competition
- Send to Friend

Brief

Audi has developed an association with one of theatre's most respected franchises - Cirque du Soleil. With Audi's newest vehicle's arrival coinciding with Cirque du Soleil's tour of their new show, Audi's marketing department wanted an integrated digital campaign to leverage this association to help promote the new vehicle.

Key objectives:

- Generate interest in the Quidam performance and help drive ticket sales
- Create awareness of Audi's proud association with Cirque Du Soleil
- Create awareness of the new Audi A3
- Use this awareness to generate sales leads

Solution

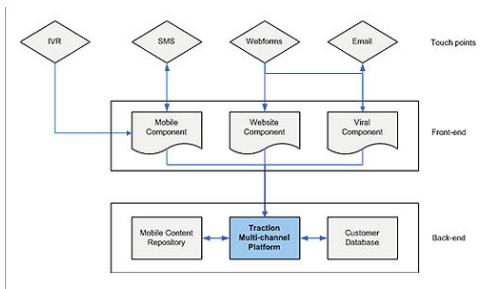
Audi's campaign involved a variety of targeted market interactions over multiple digital channels, all powered by Traction.

The campaign included two major components:

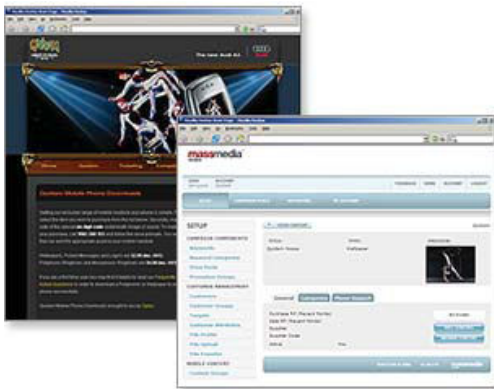
- Mobile competition
- Viral application

Although these two components operated independently, they worked towards the common objective of raising brand awareness in Audi's target market by starting new communications with potential customers. Essential for achieving this was a shared website directly integrated with a common customer database.

The mobile competition was incorporated into an on-site Audi promotion at the Quidam shows. Through this promotion the audience was informed of their opportunity to win an Audi for a weekend and Cirque du Soleil mobile content, including ring-tones and wallpapers. All they had to do was SMS their name and postcode to the supplied phone number to enter. Traction received and processed the SMS entries, replied with an appropriate SMS response, and add the person's name, postcode, and mobile phone number to the customer database.



Traction media integration flowchart



Audi-Quidam mobile content downloads and Traction interface

Contact Us

Traction™, created by MassMedia Studios.
New York, London, Sydney. Agency and distributor enquiries welcome.

USA
Phone: +1 212 531 6214
Fax: +1 212 531 6215

UK
Phone: +44 207 700 7954

Australia
Phone: +61 2 9211 4344
Fax: +61 2 9211 6566

Email: traction@massmediastudios.com
Web: www.tractionplatform.com

Traction's mobile content management was used to manage the ring-tones and wallpapers sent as instant prizes, as well as allowing them to be downloaded from the website. Traction's advanced mobile functionality was further utilised by giving competition entrants the ability to book a 'test drive' or order a 'brochure' by responding to their notification SMS with the appropriate key words.

The major innovation of the campaign was the viral application that was both a group organiser and competition. The application, which was accessed via the website, provided visitors with functionality to organise a group of friends to attend the show, and the opportunity to win tickets for them and their friends in the process.

The user was required to enter their name and email address and the names and email addresses of each of their friends they wished to invite. The more friends they invited, the more chances they had of winning. Using Traction's Send to Friend mechanism, each friend was automatically sent an email invitation that provided buttons to instantly respond. Visitors were effectively inviting new visitors to the website, with the viral effect of exposing the site to a wealth of new potential customers and a greatly enlarged customer database.

Outcomes

The campaign successfully built a database of potential customer contact information throughout Cirque du Soleil's year-long tour using the digital channels in creative and cohesive ways. This will be used long term to foster new and ongoing customer relationships through targeted direct marketing.

Analysis of the website and viral application statistics revealed that visitors also used the site to do things such as check performance times and download mobile content, as well as using the "Great Night Out in a Click" viral application to organise their attendance of the show.