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AUDI CARS - BLOG

Marketing Fundamentals

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AUDI CARS - BLOG

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Desislava Hristova	<u>Audi R8</u>	<u>Audi R8</u>
Diana Atanasova	<u>Audi A6</u>	<u>Audi A6</u>

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TASK A

Blog Post 1 - AUDI A3

Would you like to travel in style and comfort? The Audi A3 is your car.

How start everything ?

Audi is a German auto-mobile manufacturing company, which distributes luxurious cars all around the world. Moreover, Audi is a member of Volkswagen group. The company was established by August Horch in the year of 1969. Audi A3 is basically a small family as well as sub-compact executive car which was manufactured in 1996. Moreover, the first two generations of this car was based on “Volkswagen Group A” platform and the third generation of Audi A3 basically uses Volkswagen Group MQB platform.



Illustration 1: Audi A3. Source: Audi A3 Sportback, 2019

Audi A3 Technological progress

Originally the car was introduced in European market. With sophisticated technology and innovative design Audi A3 is a perfect example of progress through technology. Looks just like a more expensive Audi, but the value rating is excellent, you can see it [YEAR COST OF OWNERSHIP](#). What do you think now?

Strategy adopted by Audi is that it basically makes use of process in order to redefine itself for future. Moreover, it play an instrumental role to shape the transformation in order to effectively head into the new age of mobility. Audi A3 is whole new features, it has

new driver assistance technology with newly designed headlights as well as tail-lights. Furthermore, Audi A3 is a unique product within IHG A-segment. Company has made no compromises and cut no corners while developing Audi A3. In order create awareness the principle theme followed by Audi campaign was “Stay Uncompromise”. Audi A3 is positioned for those consumers who actually want all premium features of sedan. A3 targetted cool and young generation consumers.



Illustration 2: Audi A3 Source: Mobility network expands: Audi on demand launched in the UK, 2018

Marketing strategy

Audi group is one of the most successful car manufacture under premium and super-car segment. Moreover, despite challenging business environment, the company has increased its delivery of Audi by approximately 11 percentages. Furthermore, making right people aware about a particular brand is a big part of brand marketing. Under the case of Audi, the company races itself ahead of Automotive industry with digital marketing strategic tool. In order essentially market company's product into potential market it adopts several strategies which successfully helps them to create brand awareness in minds of customers. A research proved that Audi believes online videos are usually more attractive and effective than traditional advertisements. Video marketing for auto-mobile industry is very accommodating. This is why Audi posts several tons of high quality videos on YouTube in order to make customers aware about each and every aspect of the brand's luxurious product.

You can see one of these videos here:

[2012 Audi A3 Sportback review - What Car?](#)

Thereafter, Audi also make use of visual content in order to engage with its audience. [Official Instagram account of Audi](#) features beautiful shots of company's vehicles at its best. The brand also regularly interactive posts. Through these posts Audi not only proves why it's luxury brand, but it also keeps followers engaged. Therefore, it can be concluded that in order to capture a sustainable share into the potential market Audi elaborate each element of marketing mix in detail. Audi has a picture of luxury brand and company's products are unique in every form. Furthermore, the respective company make use of premium pricing has it provides luxury car.

The new and improved Audi A3 of this generation is more luxurious and more technology advanced then never before. It is a sleek sedan which possesses luxury as well as technology which is highly upgraded. Premium amenities of Audi A3 are includes soft touch materials, upscale integrated features, luxurious leather seats with refined interior cabin.



Illustration 3: Audi A3 Source: Audi A3 Sportback 2.0 TFSI S line Worldwide (8V), 2016

However, customers are very well aware about Audi's overall product this because of the promotional strategy which the brand has adopted. The four overlapping rings of Audi has created a brand image in the mind of customers. The brand is actively involved in the sponsorship of many sporting enterprises. Moreover, because of its premium brand image, the company does not believe in mass marketing.



Illustration 4: Audi A3 Source: Audi A3 Sportback Behind Lake, 2019

[#audi](#) [#comfort](#) [#brief](#) [#happyclients](#) [#auditrip](#) [#audiexperience](#)

BY STELA

Blog Post 2 - AUDI A1

Would you like to be smart on the street? Its possible with Audi A1.

How Audi Introduces Its First Smart Car?

Audi A1 is a super mini sized car which was launched by Audi in 2010 at Geneva Motor Show. Furthermore, sales of initial three door A1 model started in Germany from August 2010 followed by United Kingdom in November 2010. In order to launch the Audi A1 into the potential market the company followed integrated activities which includes online contest at pre-launch event, outdoor teaser to tactical ground activity, press brief launch of the car and then road show which includes test drive registrations and early bird promotions. Through these activities, the customers are made aware.



Illustration 1: Audi A1 Source: Hot Audi S1 To Arrive In Late 2019 With 250HP Turbo And Quattro AWD, 2019



Illustration 2: Audi A1 Source: Hot Audi S1 To Arrive In Late 2019 With 250HP Turbo And Quattro AWD, 2019

Events

On the event of Audi A1 the company's objective was to increase visibility as well as awareness of A1 in order to create attention and interest of customers. Under launch event brand invited leading media for presenting A1 to the world furthermore winner of online contest was announced and proper photo shoot was done. Post launch event the adopted commercial advertising in order to highlight each and every unique features of the car. After this road show as well in store campaign was conducted by the company.



Illustration 3: Audi A1 Source: Sam Parry, 2011

Under UK market the launch of Audi A1 was a phenomenal success, it outperformed every car launch during that time. Due A1 Audi lead above traditional prestige competition and becomes the most prestige brand.

Marketing

Marketing Analyses was conducted in order segment, target and make brand position into the potential market. Under segmentation the brand segment on the basis of customer's behaviour as well as their attraction towards luxurious cars. Furthermore, the company for Audi A1 aim at targeting urban working women between the age group of 30 to 50 who are young professionals. In order to position itself in the market the company provides elegant, well designed and compact luxurious cars around the world. Audi A1 inherit high technology and is sold under emergent markets. A strong brand as well as positive image is the key to success for premium car manufacturer around the world.

Pros of A1

Audi A1 enlarged the company's footprint into small car segment. This is the youngest and most affordable Audi car. In 2018 Audi A1 was the largest and most luxurious car which was made possible due to MQB A0 platform of Volkswagen. The car offers three engine choices which are: 30 TFSI, three cylinder unit with total capacity of 1.0 litre, four cylinder engine switch 1.5 litre which have fuel saving cylinder with 35 TFSI and 200PS TFSI with 320 Nm of torque this is the top model.

However, the company has enormously implemented several marketing strategy which has helped the brand in generation vast amount of profitably. It takes several measures so that they can regularly interact with the audience and attract them towards the brand. Audi mainly promotes itself through sponsorship with auto-mobile races and brands, video games and others.

What do you think about the Audi A1 right now? Would you buy a luxury smart car? We are waiting for your comments:)



Illustration 4: Audi A1 Source: Audi A1 Sportback, 2018

Would you like to experience the feel of a luxury car?

With just five simple steps, you'll enjoy the speed and comfort of the Audi:



1. Register

2. Book

3. Deliver

4. Drive

5. Return

[Book a trip now!](#)

Please post a comment and let us know how your trip went? What did you like?
We would love to know more about your experience.

BY STELA

Blog Post 1 – AUDI R8

You need a sport car? You need AUDI R8



Audi is always amazed their customers as well as clients .The company has its own reason to lead in the market .you will be surprised to know that company has latest offerings and it is ready to rule the streets but as you know it is not easy job. there is a huge competition Audi is facing from its rivalries like BMW, Mini cooper, Mercedes Blend. the Audi cars are very comfortable who like to drive with cars. if I talked about the racing car Audi R8 is the best one .it has more distinctive exterior design also no, other Audi is close to it in terms of racing .the new Audi R8 prove with its every trip which can concentrated of its power and also the elegance which are perfectly compatible. company has lost its major market share to the Tesla group. which are the united states of America company. as it becomes vital for them to become the leaders again as this can be done through two ways .first by deliver the right product in the right market, while second to deliver a great car which has good looks and always unique features and in addition to this our products are not overpriced as compare to the markets rivalries.



Company has been always an active follower of the advertising ,such as from social media which includes Facebook, you tube, twitter and Instagram .also can be done with the help from television ,email and Newspapers also .in 2018 Audi R8 ranking is based on the evaluation of the 13 pieces of research as well as data elements using different sources. evaluation is based on the scores of the 20187 luxury cars category. its current score is 6.7 out of 10.in 2003 Audi first appeared international Geneva motor show and after that on 30 September officially launched at Paris auto show. you noticed that the company has also follow the public relations technique for the promotion of their cars but because of this company didn't get any support in the sales. yet the cost of the promotion is very high and is nothing less than a liability.



Company has been observing the latest trend of the marketing of the product, it may be big or small. blogging is the best way to promote a product. yes, in a blocking you can

read and write. main reason for writing a blog is that it is cheapest source of the advertisement. literally it is the super cheap and anyone can go through it. even you can also write a blog for various purpose.

All you need is that a good content writer who can share your views ,your company views to the people .company goal is to provide the information that makes you desire for the car .for 2020 the R8 received 30 horsepower bump for its base as well as trims engine and it became standard .otherwise car is unchanged .yes you can save the money by sticking with identical 2018 R8.



BY DESISLAVA

Blog Post 2 – AUDI R8

AUDI R8-speed and comfort

You can experience more intense feeling of freedom while riding the Audi R8 spider and tailored its parts which are associated with the performance. Audi sport aero kit carbon increased the downforce for the holding the road better. according to the road conditions as well as purposed Audi provides 3-way coil over suspension. the flat bottom Audi sport provides the wheel which is steering in black Alcan Tara with red 12'O clock marking provides fully milled aluminium wheels which is considerably lighter than the standard wheels which are used before and optically derived from the motor sports. Audi support wheel shift the p [addles in the carbon complement. it has additional customised options available such as fully milled aluminium wheels which are considerably considers lighter than the standard wheel used. because of this significant which reduces the weight of the unsprang masses also enables an better acceleration. optically design that is 10 spoke design is inspired by the motor sport cars.



sport brakes which you see are both in sport brake pads, both in the terms of steel and ceramic versions. because of this it can increase brake performance while minimising wear. here you can also see that pads for the ceramic brakes which also contains pack going of the titanium backing plates which are more shiny red which is finished and additionally reduce the weight which is around 1 kilogram.



Audi sport 3 way coil over suspension which can improve the road holding both in terms of longitudinal as well as transverse dynamics. everyday usability from sporty setting the individual trim positions as well as damping settings which can be adapted as per the accordance to the weight of the vehicle and also the road conditions. if you see separate fine tuning is possible within the low speed range with 6 clicks and 14 clicks in the high speed. while in the rebound damping has a freely adjustable damping system which have 16 clicks. as the springs are painted in the Audi sport red it is an aluminium damper are also anodised in the silver colour.



Audi's certifies pre owners are the five years old or the less as they have fewer less than 60,000 miles. the insurance institute for the highway safety and the national highway traffic safety provides the safety administration which has crash tested in the 2018. AUDI 2018, which is also more common for the high-end luxury sports cars.

advanced safety features which you are see are as follows

- camera as a rear-view
- sensors for parking which are front and rear.



Trust is a biggest factor which every company wants to achieve as in the form of the loyalty of the customers .company goal is to provide you to take care they need that is making a car which has more innovation as well cost efficient cars, also in terms of safety .as it has low ranking but despite of this Audi R8 is a great choice also the descent choice as a luxury sport cars.

BY DESISLAVA

Blog Post 1 – AUDI A6

AUDI A6-luxury sport sedan!

Marketing through communication tools will help Audi A6 by educating the customers about the features and characteristics of the product. Audi can market through website based demonstrations of products in a form of marketing communication which is being designed to familiarize customers with Audi A6. In major types of marketing plans the communication which is produced serves the purpose of reinforcing company's brand. Branding enables to communicate through consumers and put in mind about the products. It is most effective when branding of messages remain consistent with all of the company's advertising, marketing and promotional materials. Effective communication method of marketing helps Audi to provide elevated levels of the customer service. Company can use email or direct mail campaigns for the purpose of distributing discount coupons and early sales advertisement. The major goal of marketing through communication is to increase the sales of Audi A6 as the company stays in touch with the customers and treats them as a valuable assets, and they invite feedbacks too which build the foundation profitable long term relationships. This practice can lead to increased and referral business from satisfied customers(Dodson, 2016).

Audi with the help of managing leads and existing customers data can help them in marketing. A customer relationship management system is a database which includes the contacts that allows to organize information to streamline and scale marketing processes. Integrated marketing communication has two origins which includes firstly, the marketers who began to realize that public relation, sales and advertising were often to opt regarding with regarding budgets, management input, myriad and other decisions impacting in successful marketing of Audi. Secondly, the perspective of marketing itself began to shift from being market oriented to driving the market. Advertising was the dominant part in promotional mix as mass could effectively delivers a sales message to a mass number of audience(Gunelius, 2017).

Audi can define unique selling proposition, which refers to the unique qualities and characteristics in the product. It makes the product more unique from the competitors. In today's era where the marketing is taking place in major forms like televisions, radio, print and all of the internet including social media. When there is a huge competition and customers are being pitched with different products, a company should make sure that it is standing out from all these things. It will be the best thing to know the different and unique part in Audi A6 which allows it to stand out from all the other products.



BY DIANA

Blog Post 2 – AUDI A6

AUDI A6-more than just a car!

Audi A6 can market its product by being consistent in messaging, as the company has to make sure that the customers are aware of the product which the company wants to sell them. The demographic research is to be done properly by Audi A6 so that it would be easy to craft messages on websites, emails sales copy, and advertising which consistently conveys company's message. General data protection regulation should be kept in mind while marketing for preventing any unlawful activity by the company. Appropriate way of marketing should take place by Audi, like for targeting senior citizens large font size and which is easy to read and comprehend should be used by Audi as it will be attractive in this demographic from which most of will have some level of problem in vision(Hollensen, Kotler and Opresnik, 2017).

Company should use the right marketing avenue so as to achieve targeted sales. In order to prepare a marketing plan Audi have many options of marketing, but the company should not choose each and every option of marketing, only those alternatives are to be opted by Audi which can give a good response from market. Like communicating through branding is a easy approach for getting sales. Such as for approaching the young generation for the product social media is the best alternative as they are involved in phones and apps which can be used by Audi. A feedback form should be provided to the customers and the source of product should be asked to the existing consumers so that the company can focus more on the marketing ways which are attracting the highest number of customers.



Internet marketing is a type of marketing through which Audi can communicate with the target customers. Websites provide a new dimension in marketing by transmitting data, entertainment and advertising. E-commerce is the term used for internet business. The cost of internet marketing is negligible as it is cluttered with websites which is not too costly. It will help Audi A6 in marketing by reaching the highest number of customers. Audi should maintain the quality and the freshness of content which is vital for the success of the website.

BY DIANA

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