



TIPS, TOOLS AND INSPIR

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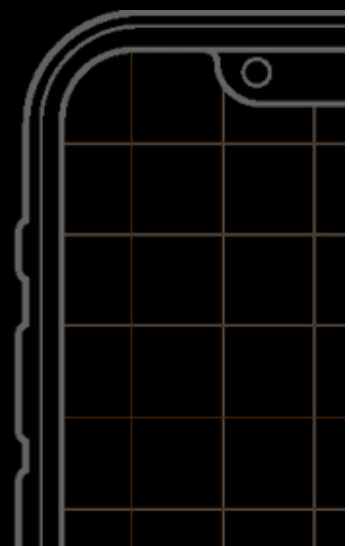
*Audi adapted its latest TV spot by BBH London, aiming to convey a serious message about road safety.*

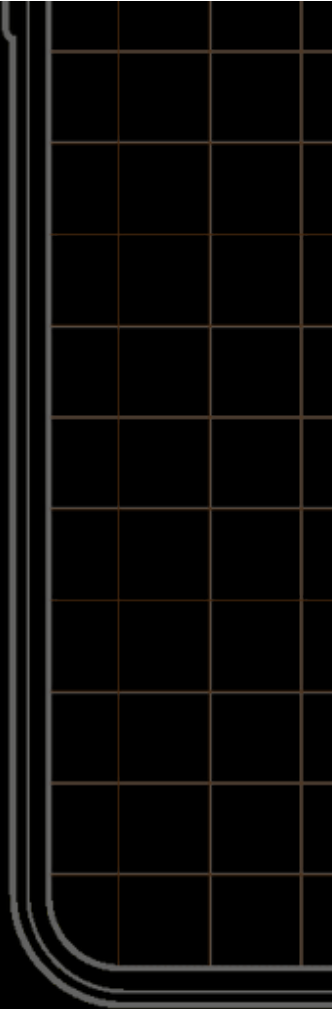
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he Audi Clowns ad is a less serious but important with humour. It was shot in London to promote the brand's line of circus performers who engage in a new type of colourful comedy vehicles, from applying their cars backwards. As Audi cars encounter the clowns, they kick in to prevent disaster.

We Are Social then created two 10-second Instagram. Each one focused on a particular explaining the technology in more detail.

“We know in today's Facebook news feed campaign was to gain cut-through of the ad. [So] we chose the two features that would be easily understood and digested. Additionally, we used impactful typography name,” says Nick Dodd, group account





“We also knew that bringing our branding early would help with brand recall, so we introduced the logo and an Audi car within the first two seconds of the video.

As the Clowns campaign relates to all models, we needed to reach a wide range of consumers. “The key segments are young professionals and luxury saloons. We also used CRM data to target our audience. We are a social media manager at Audi UK.

We Are Social worked with Facebook Creative to ensure the ad was optimised for mobile screens. The ad featured a close-up of the Audi logo.

spot, showing Audi cars responding to v  
and goes on to explain the 'serious tech

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290  
POINT UPLIFT IN  
SEARCHES FOR  
'AUDI TECHNOLOGY

MIL



**"THIS CAMPAIGN  
CAN CREATE ENG  
USING EXISTING  
CONCEPT IS ST**

Text and infographics are used to explain  
features some playful icons such as jug  
and carousel features in Canvas (users c  
Saloon parked between two comedy veh

The Facebook and Instagram ads form p  
responsive out-of-home advertising, a  
second bumper ads created for YouTube

Brands are often advised to shoot bespoke ads for each platform, but this campaign is proof that you can create content that works across both. The concept is strong enough (and you have the budget) to create content that works across both.

But creating an edit for social media requires a different approach. With Clowns, Audi and We Are Social, the ads clearly explain the function of each ad and the resulting content is faster-paced but the message is clear.

The campaign had 8.4 million views across all platforms and a 2% uplift in searches for 'Audi technology' measured via a 'brand lift' study, which is a significant result.

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*Great Work is part of Inspire, an ongoing partnership between Facebook and creative communities understand mobile marketing. It also showcases successful campaign formats – from Instagram video to Facebook Canvas ads – for brand stakeholders. It also showcases successful campaign formats – from Instagram video to Facebook Canvas ads – for brand stakeholders. It also showcases successful campaign formats – from Instagram video to Facebook Canvas ads – for brand stakeholders. It also showcases successful campaign formats – from Instagram video to Facebook Canvas ads – for brand stakeholders.* [facebook.com/ads/creativehub](https://www.facebook.com/ads/creativehub) and see the inspiration.



