

THE 2013 EX AWARDS: INSIDE THE BEST PROGRAMS OF THE YEAR

FOR CREATORS OF THE BRAND EXPERIENCE

eventmarketer

MAY 2013

Lord of the Rings

COKE AND IGNITION WIN
GRAND EX GOLD WITH THE
GAME-CHANGING LONDON
OLYMPICS ACTIVATION



BEST MULTI-MARKET EVENT (B-TO-B)

CLIENT: Audi

CAMPAIGN: Immersion Events

AGENCY: MVP Collaborative



salesmen to porters were invited to register for the immersion events held at eight different performing arts venues across the country, including Yerba Buena Center for the Performing Arts in San Francisco and Lincoln Center in New York City. Non brand-centric promotional posters teased the event, like one that featured Steve Jobs with an iPhone, which read “Without Fans, It’s Just a Phone.” Upon arrival, attendees were immediately welcomed and guided one-on-one by staff that directed them to check-in points where they could receive credentials by signing their name with their finger on an iPad.

The main show included live performances and “talks” from Audi executives and speakers in a presentation format inspired by TED’s “ideas worth spreading” events. Rather than turn to traditional charts, graphs and PowerPoint slides, each speaker told a personal story directly relating to a customer experience that transcended the auto sales world. For example, one speaker described how he had started to go blind at age 35 and had become angry and struggled with altering his on-the-go personality. He eventually, however, would come to pay greater attention to things like family and friends. He started noticing things he hadn’t notice before. The story symbolized how often people turn a “blind eye” to details customers notice every day, from the taste of coffee to the music playing in the showroom. The stories were memorable and they were emotional, and in a few creative instances, the brand brought them to life. One talk featured a butcher who crafted a custom German sausage for an expat customer, who would grow to become a close friend. During intermission afterward, the attendees were treated to beer and sausage, Oktoberfest-style.

Typically for these automotive meetings, managers attend the live event and then return to the dealership with speeches, slides and other tools to pass down the chain. Audi wanted to make sure the message got to everyone directly. That included Audi of America employees, agencies and even brand business partners. The program’s design, with multiple events in geographically convenient locations, minimized the exhaustive task cast upon dealers to transport and lodge their employees at meetings. For those who missed all the action, the brand offered live and recorded shows through an exclusive online portal.

So, just how many pounds of drink and food does it take to feed 10,000 people? Try this on for a size—86,000 ounces of beer and 3,900 pounds of sausage. Prost!

Audi has over the years dramatically improved its product lineup and along with bold marketing, has become one of the hottest luxury automotive brands in America. For automakers, however, success is not always based solely on selling a car to a customer one time; success is getting that customer coming back for life. Faced with a 40 percent loyalty rate and middle-of-the-pack customer satisfaction indexes, Audi of America kicked off a multi-year, multi-million dollar program aimed at inspiring employees with a new customer experience mindset. The brand rallied the troops—all the troops—through immersion events that used art, emotion and a little TED. Nearly 10,000 employees ranging from executives to

