

gamers in the group to generate a buzz that would spread through to the rest.

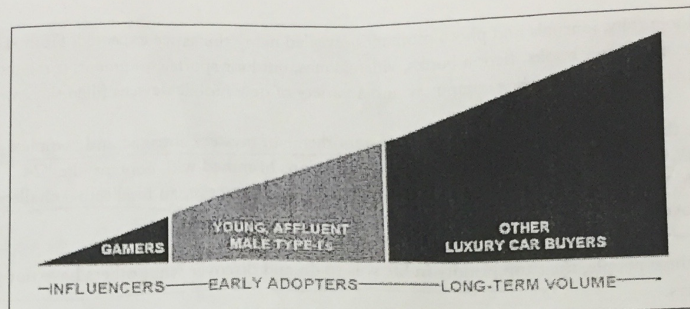
The Briefing

Just as the target would learn about the A3 in uncommon ways, so too would our creatives. To brief them, we filled a meeting room with the same stuff that filled the target's rooms: A PlayStation® 2 and an Xbox, travel pictures of exotic locations, games, DVDs, gadgets and fashionable clothing decorated the table. "The Bourne Identity" played on the screen. Skis and rock-climbing gear leaned against the walls.

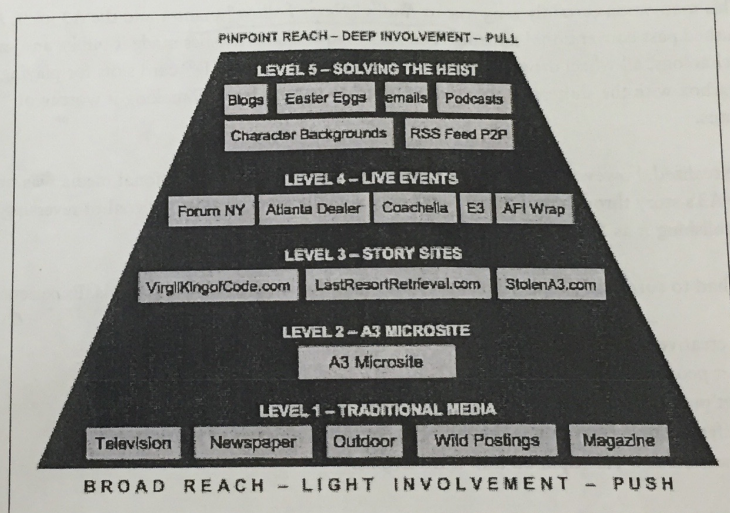
After much conversation and playing, the creatives cracked it: The target's life was like a montage of action movies, but in real time.

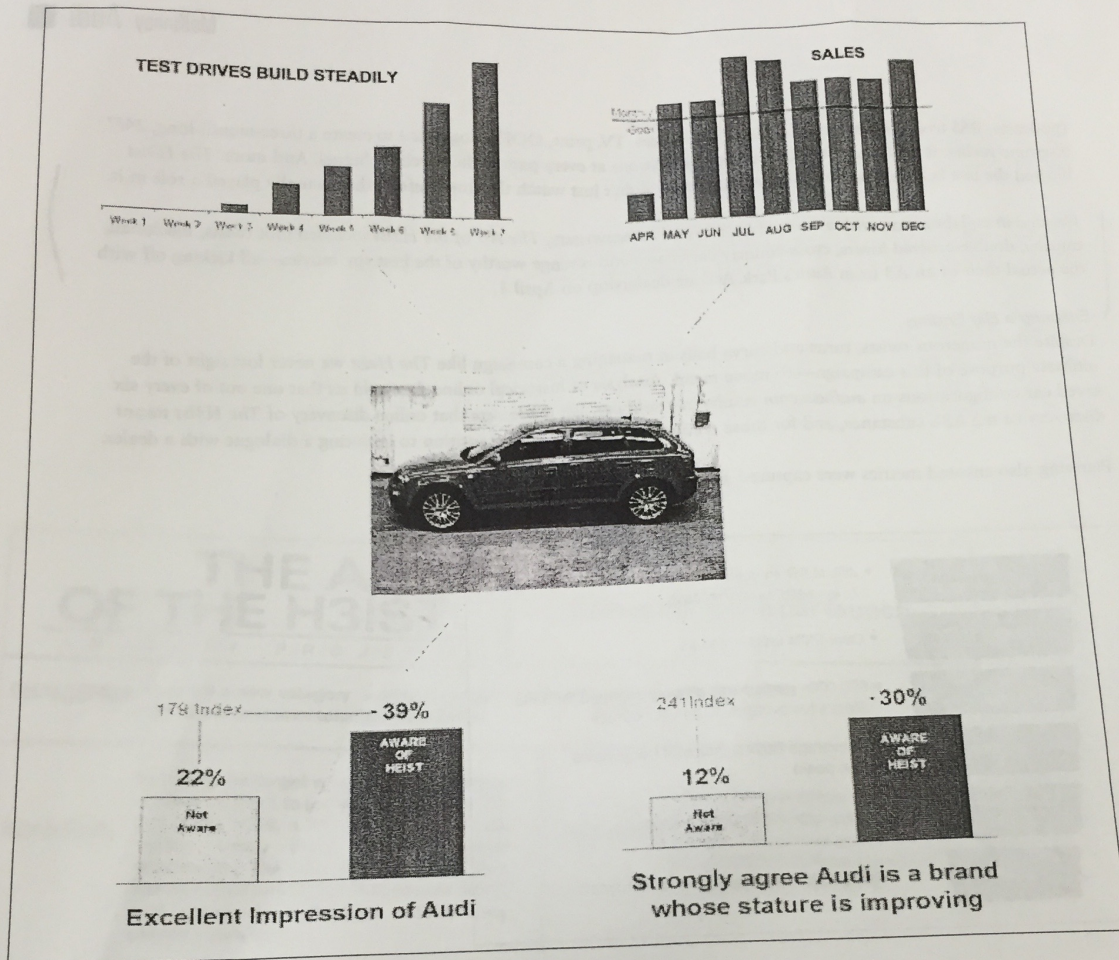
Building The Rabbit Hole

The creative idea was to invite this audience into an immersive campaign called *The Art of the H3ist*—a campaign that used more than 7,000 pieces of creative content and almost every conceivable type of media



Target the gamers to generate a buzz





(podcasts, RSS feeds, live events, classifieds, microsites, TV, print, OOH, blogs, etc.) to create a three-month-long, 24/7 alternate reality. It was orchestrated to create connections at every part of the purchase funnel. And more. *The H3ist* blurred the line between fact and fiction: Customers didn't just watch the story unfold; they actually played a role in it.

Created in collaboration with a team of Hollywood screenwriters, *The Art of the H3ist* included plot twists, blackmail, murder, double-crossed lovers, cross-country car chases and revenge worthy of the best spy movies—all kicking off with the actual theft of an A3 from Audi's Park Avenue dealership on April 1.

Ensuring a Big Ending

Despite the numerous twists, turns and curve balls in managing a campaign like *The Heist* we never lost sight of the ultimate purpose of this campaign—To move metal. Analysis of historical online data told us that one out of every six saved car configurations on *audiusa.com* results in a sold car. We made sure that online discovery of *The H3ist* meant discovery of the A3's substance, and for those ready to commit, an easy transition to initiating a dialogue with a dealer.

Planning also ensured metrics were captured and monitored at every stage throughout:

Buzz Word-of-mouth	45MM PR Impressions 7 "ten sites" up within days
Microsite Traffic	Over 2MM unique visitors
Story Engagement	500,000+ participants actively engaged for 3 mo - Story sites average 10 min stick times
Car Interest	4X average Buying Indicator Page views (10X peak)
Leads and Test Drives	Steady growth throughout effort
Sales	Sales 15% over aggressive launch goals

THE ART OF THE H3IST

AN AUDI PROJECT

Reinventing the car launch.

CHALLENGE » Launch a new category » Attract younger, more affluent males to the brand
» Maintain premium tonality of the brand

SOLUTION

Knowing the target was really into gaming, we invited them to participate in Audi's *The Art of the H3ist*, a 24-hour-a-day alternate reality. Using every type of media imaginable, *The H3ist* so blurred the line between fact and fiction that people didn't just watch the campaign unfold, they played a role in it.

RESULTS

- » 500,000+ participants
- » 45,000,000 PR impressions
- » Sales 19% above goal
- » 2,000,000+ audiusa.com visitors
- » More attractive buyers