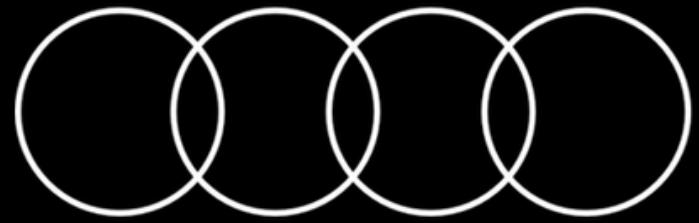


Audi

What we stand for?

Vision:
Unleash the beauty of sustainable mobility.

Mission:
Consistently Audi.



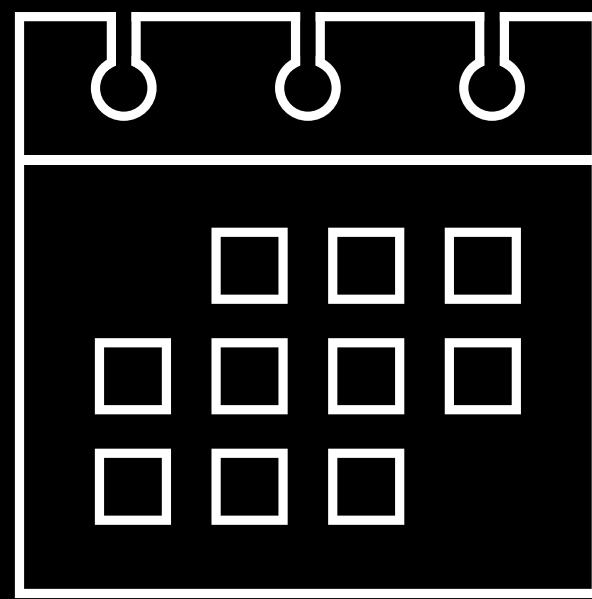
Introduction



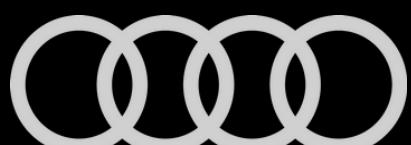
German
Company



Wholly Owned
by Volkswagen



In India
since 2004.



Our Competitors



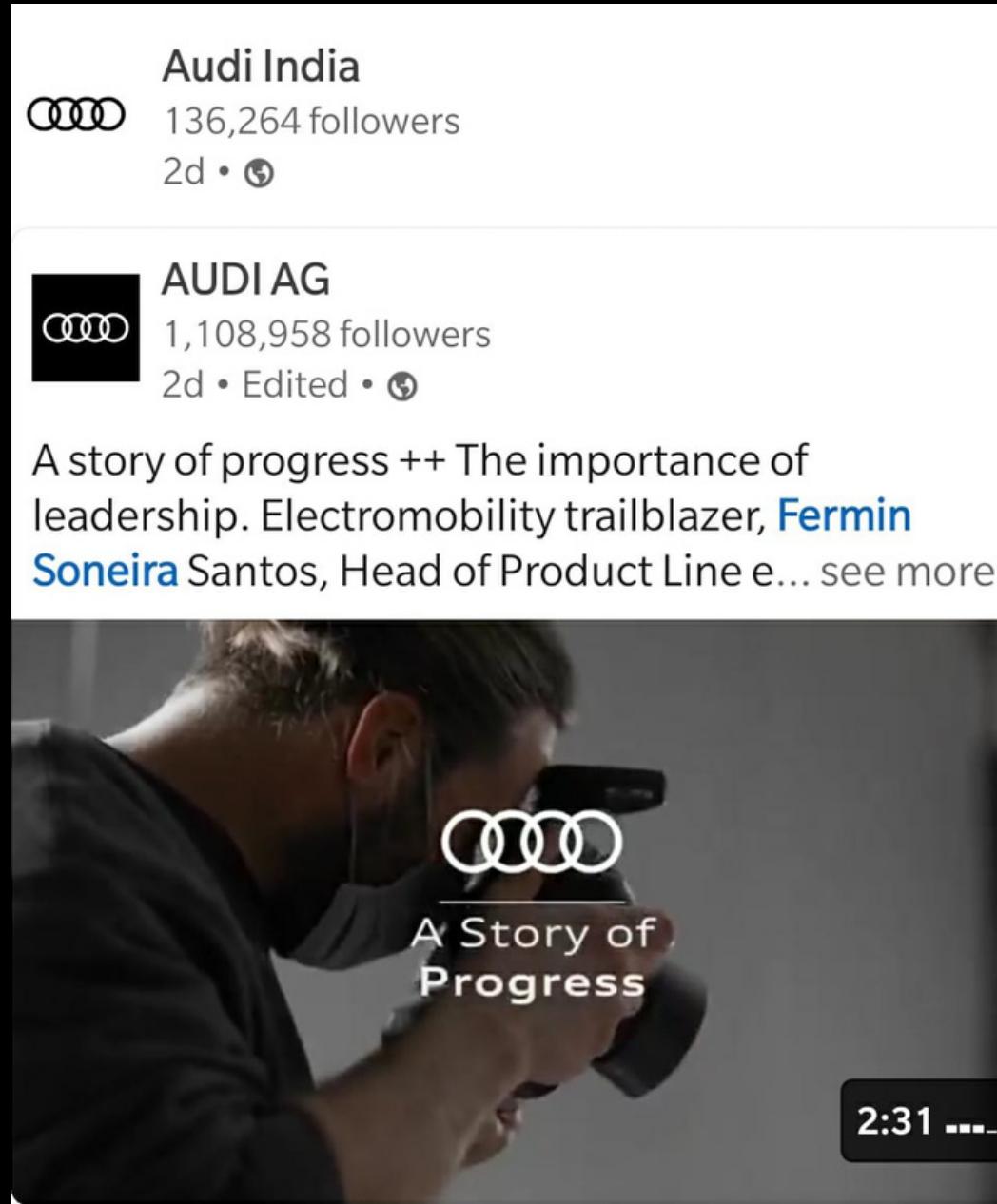
Mercedes



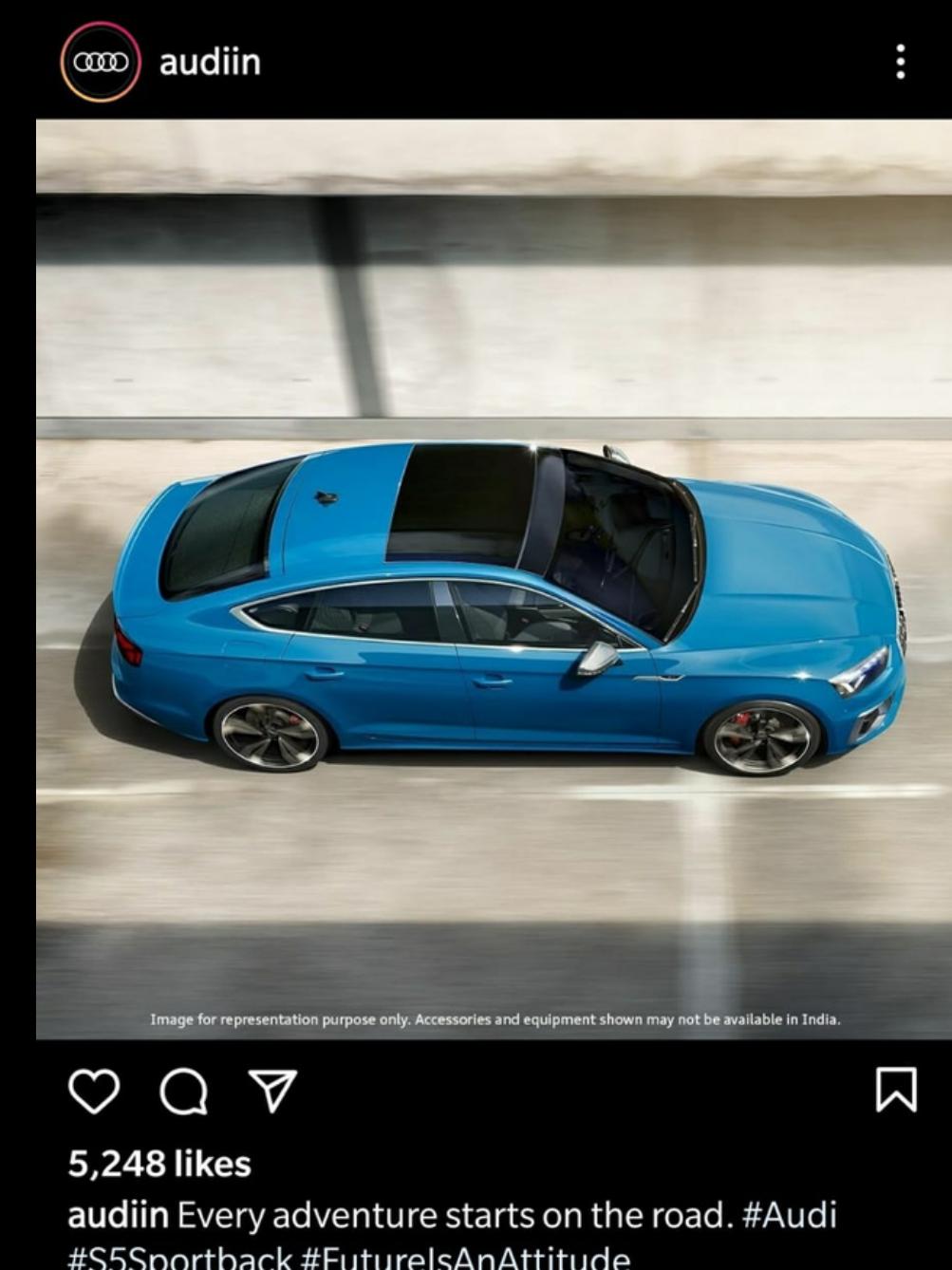
BMW



Type of Content



Educational



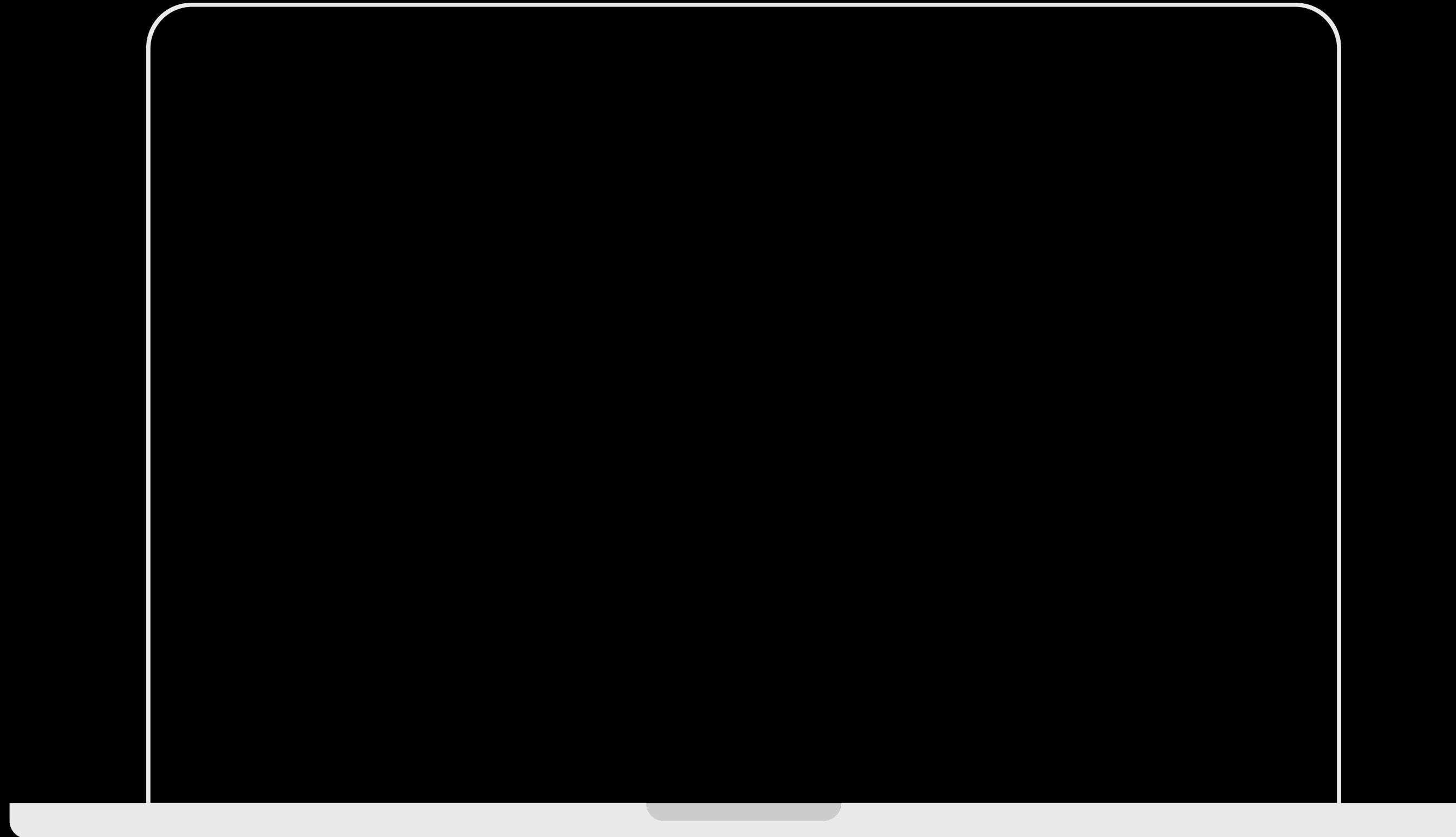
Entertainment



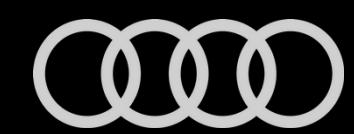
Promotional

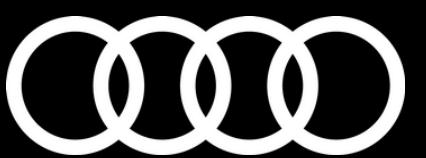


Type of Content

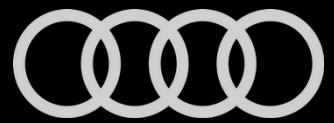


Inspirational

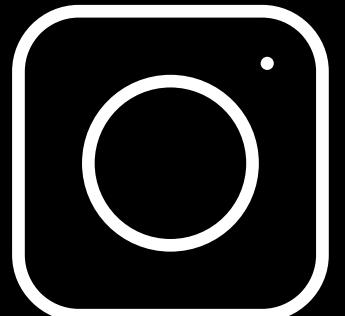




Social Media Metrics

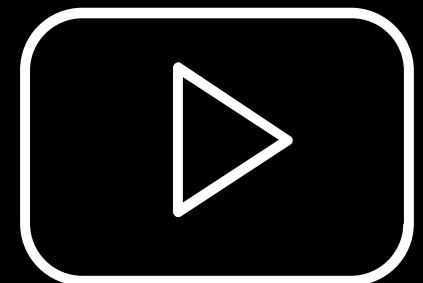


A screenshot of the Audi India Instagram profile. The profile picture is the Audi logo. Key metrics displayed are 1,046 Posts, 744K Followers, and 45 Following. A red arrow points to the engagement percentage. Below the metrics, the bio reads: "Audi India Cars Driven by progress. Driven by the future. bit.ly/3IKjM2a Followed by loneillusion, saket_sayankar and 1 other". Buttons for "View Shop", "Follow", and "Message" are visible. A grid of five small images is shown below the bio.



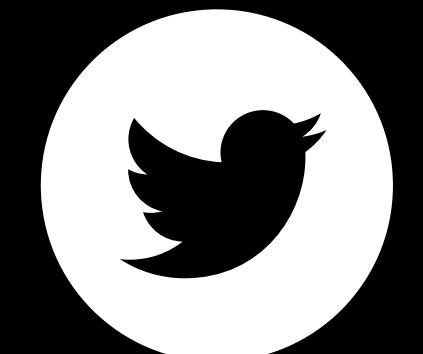
0.60%

Engagement %



3

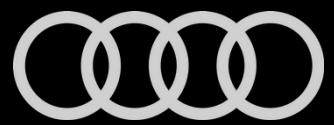
Views



3

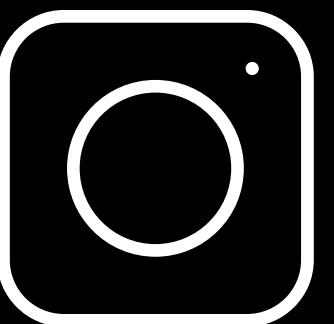
Engagement Rank

Source: Socialblade



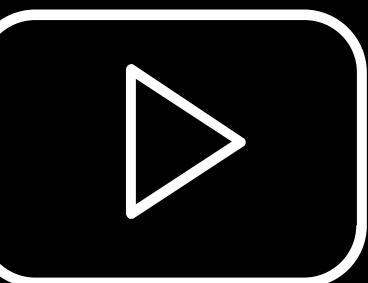
Social Media Metrics

A screenshot of the Mercedes-Benz India Instagram profile. The profile picture is the Mercedes-Benz logo. The bio reads: "Welcome to the Mercedes-Benz India's Instagram account. Connect with us on WhatsApp and get all the info about your favourite Stars.... more www.shop-mercedes-benz.co.in/". It shows 2,113 posts, 1.3M followers, and 45 accounts followed. A red arrow points to the 'Following' section. Below the bio, it says "Followed by loneillusion, tanay10sanghvi and 2 others". At the bottom, there are five circular story highlights with captions: "ValentinesC...", "KYW_EQ", "TheFightIsOn", "MB All Stars", and "Whats". The navigation bar at the bottom includes icons for grid, video, live, smiley, and profile.



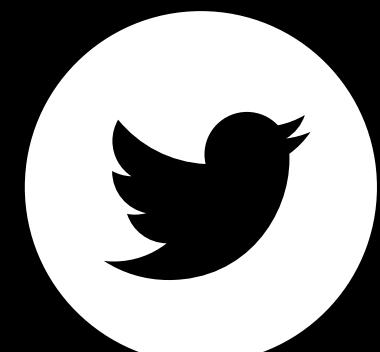
0.29%

Engagement %



2

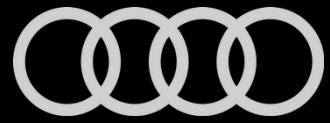
Views



1

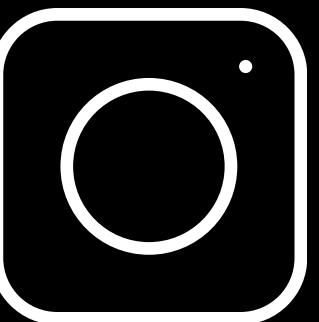
Engagement Rank

Source: Socialblade



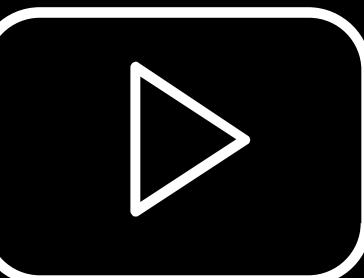
Social Media Metrics

The image shows a screenshot of the Instagram profile for BMW India (@bmw.india). The profile picture is the BMW roundel. Key statistics displayed are 3,994 Posts, 1M Followers, and 17 Following. A red arrow points to the 'Following' count. Below the stats, the bio reads: 'The official Instagram page of BMW India. Let's revel in joy together. Use #MYBMWSHOT and stand a chance to get featured right here. linktr.ee/bmwindia'. It also mentions being followed by users like **loneillusion**, **achalkumarsinghrathore**, and 2 others. At the bottom, there are buttons for Follow, Message, Call, and a dropdown menu. Below the bio, there are five circular preview images for posts: 'The 3 GL', 'The M8', '#BMW Golf...', '#The2', and 'BM'. The navigation bar at the bottom includes icons for Grid, Story, Live, and Profile.



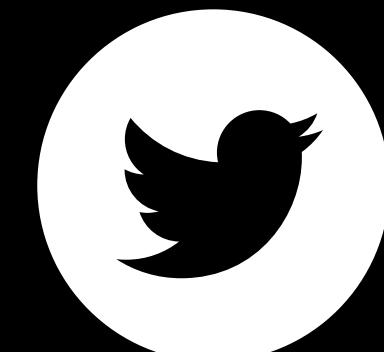
0.59%

Engagement %



1

Views Rank



2

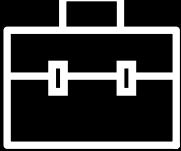
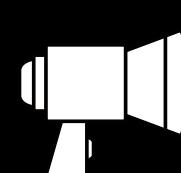
Engagement Rank

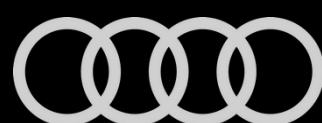
Source: Socialblade

Buyer Persona

Primary Consumer 1 - Mrs. Naina Singhania



-  - Married, 38 years.
-  - JP Morgan - Investment Banker - 10 hrs/day 5 day week.
-  - Rs. 4 crores per annum
-  - Marine Lines, Mumbai with her Husband.
-  - Painting, Baking, Health & Wellness and loves to drive.
-  - Facebook, Instagram, Twitter, LinkedIn, Pinterest & Inshots.





- Behavior and Values

- Ambitious
- Loyal to the brands
- Loves her family.

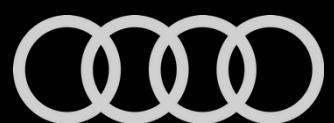


X - Painpoints

- Has to travel long hours to get to work.
- Brand Conscious.

✓ - How Audi may help?

- Extremely Comfortable rides.
- Audi - Luxury Brand.

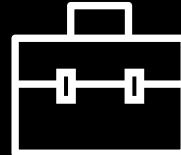


Buyer Persona

Secondary Consumer 1 -
Mr. Abhishek Singhania (Husband of Naina)



- Married, 38 years.



- Corporate Lawyer



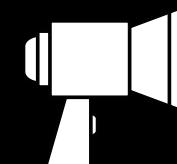
- Rs. 6 crores per annum



- Marine Lines, Mumbai.



- Whiskey Collector, Reading, & Football Fan.



- Facebook, Instagram, Twitter & LinkedIn

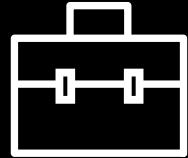


Buyer Persona

Primary Consumer 2 - Mr. Rakesh Jain



- Married, 58 years.



- Builder and Contractor, 5 hours/ 4 day week.



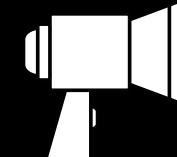
- Rs. 25 crores per annum



- Janki Nagar, Indore with his wife and 2 sons



- Old Music, Travelling by Road & Foodie.



- WhatsApp, Youtube and Facebook





- Behavior and Values

- Rigid
- Cautious spender
- Full of Life
- Family-Oriented

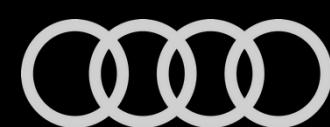


X - Painpoints

- Prefers spacious cars.
- Suffers from back aches and thus prefers to travel via road.
- Loves old music, wants a good music system.

✓ - How Audi may help?

- Wide range of SUV's
- Massage enabled seats.
- State-of-the-Art Music System

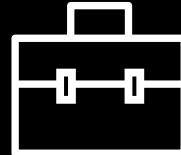


Buyer Persona

Secondary Consumer 2 -
Mr. Reyansh Jain (Son of Rakesh)



- Single, 30 years.



- Builder and Contractor - Works with Dad.



- Rs. 7 crores per annum



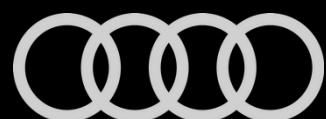
- Janki Nagar, Indore with his Parents and Brother



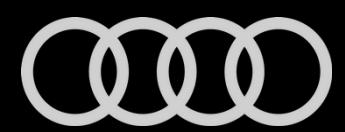
- Fashion. Loves to Party, & Listening to music while driving.



- Facebook, Instagram & Youtube



Content Calendar



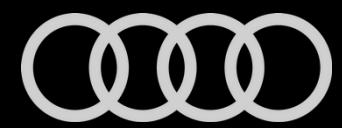
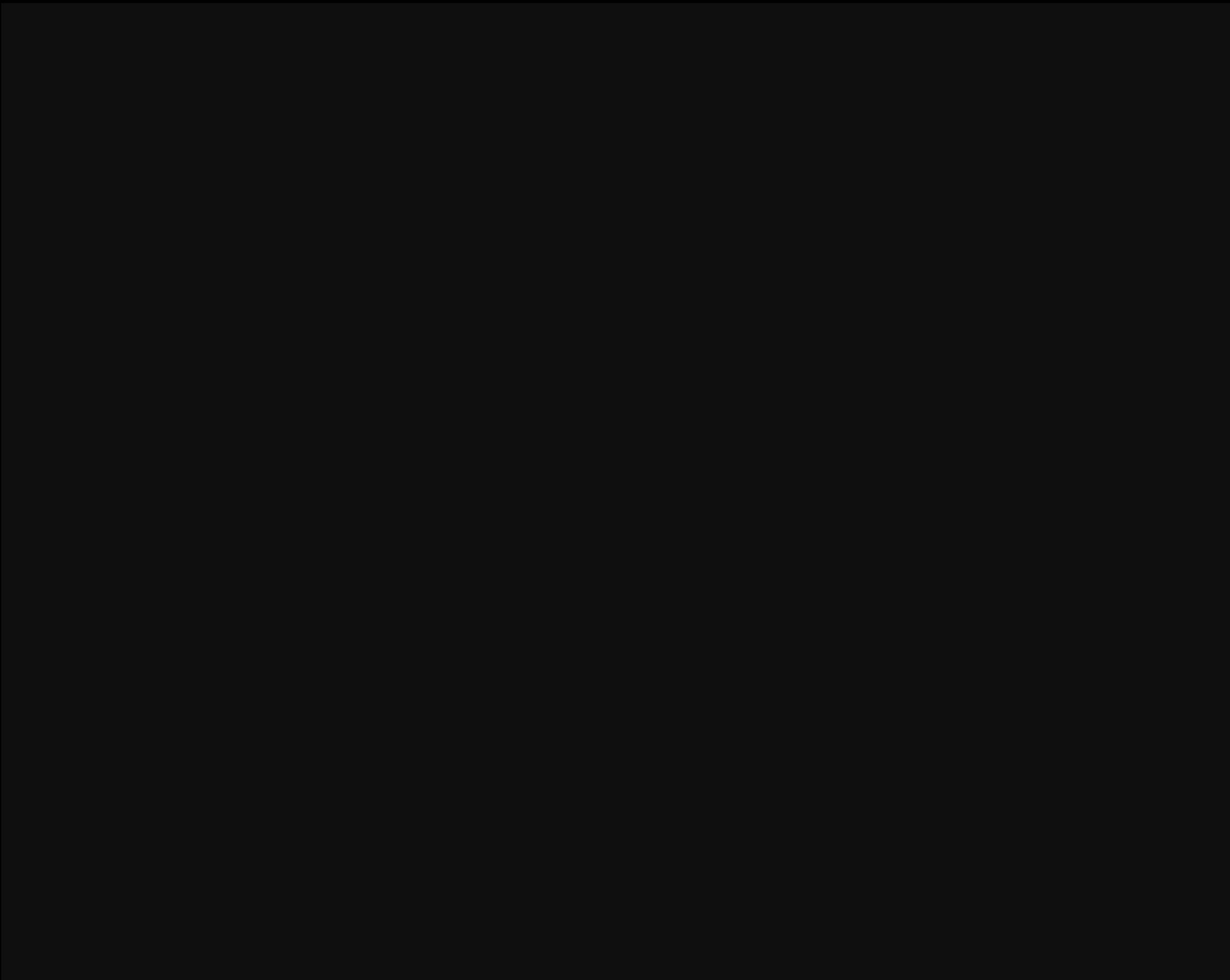
Content Calendar

Week 1 - #StillAudi Campaign

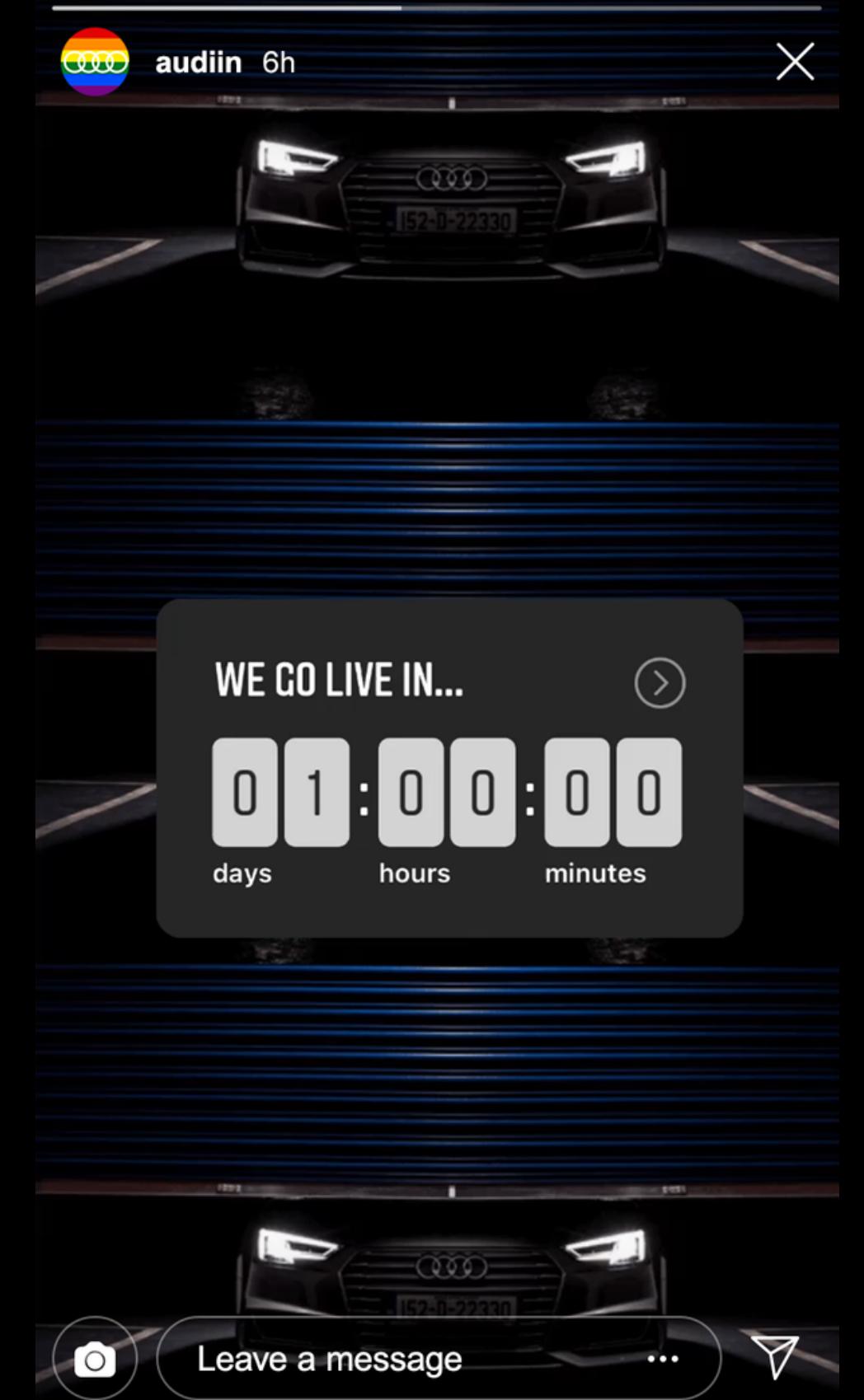
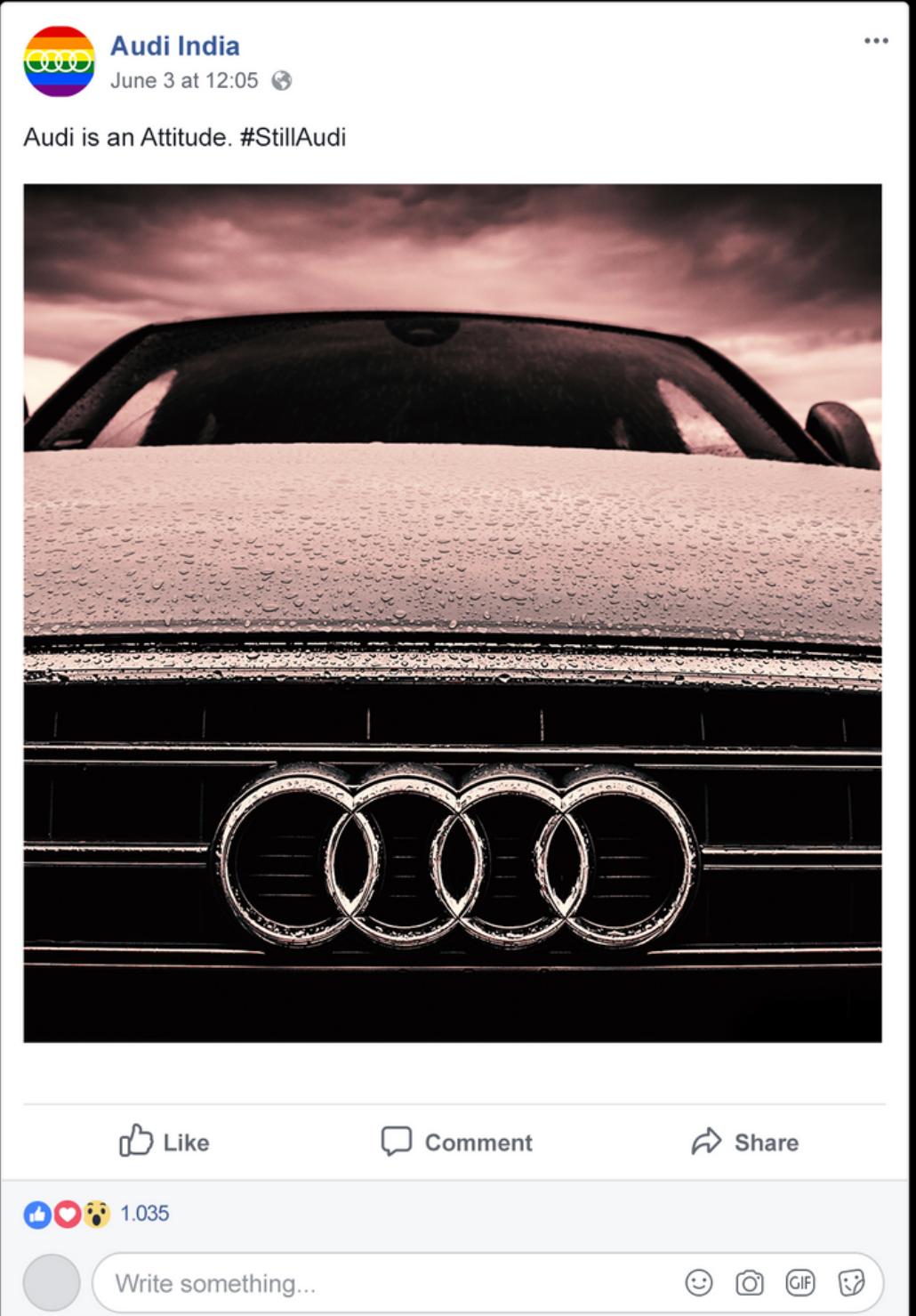
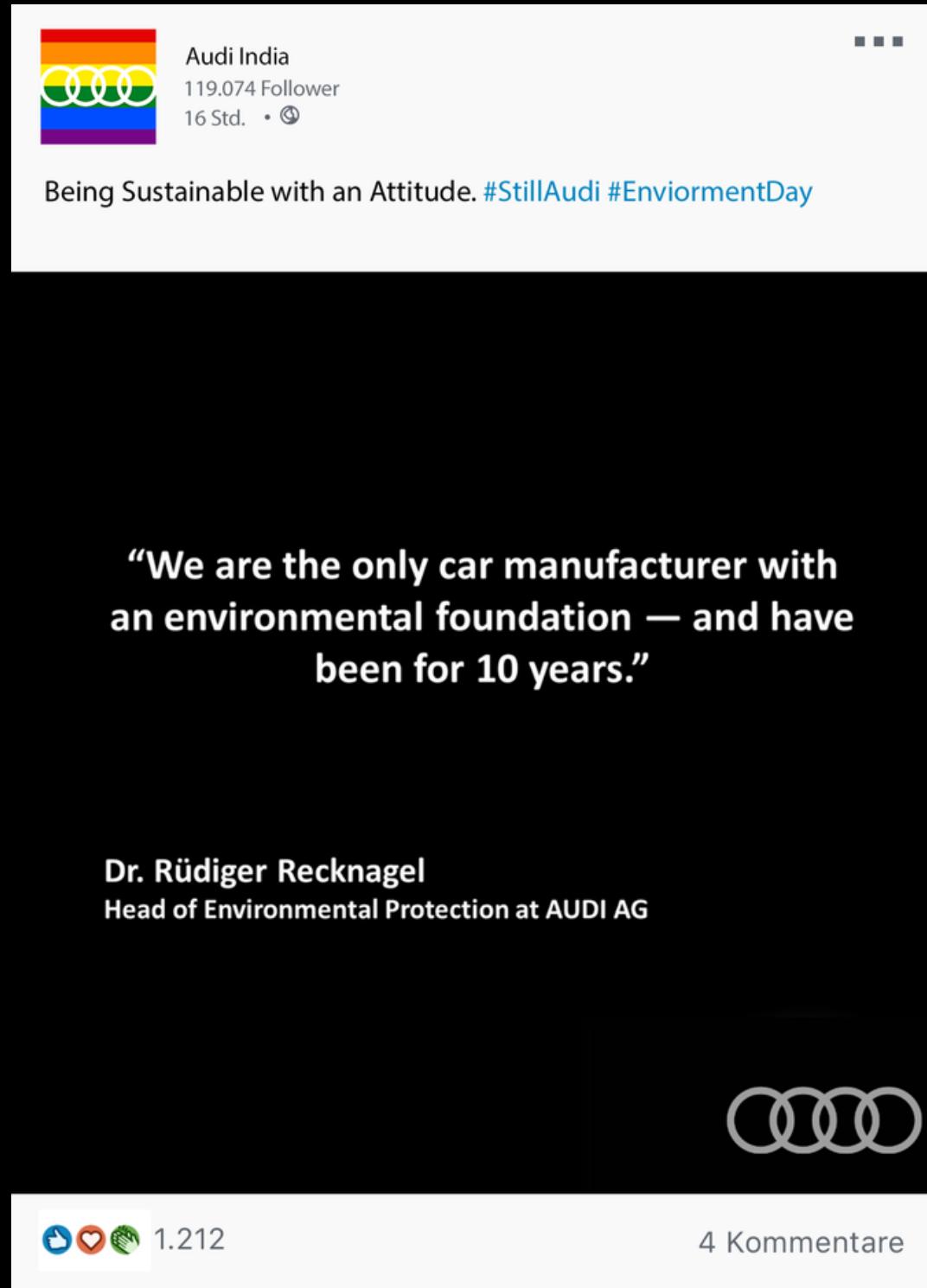
- 7 Posts
- Introducing - 1 teaser for the main launch.
- Showcasing - Instagram Reel of the electronic vehicles
- Addressing - Q&A with the CEO for the new vehicles



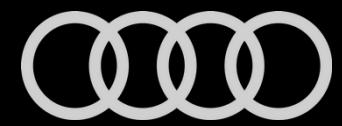
1st Week Creatives - Teaser



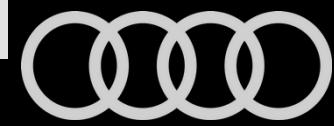
1st Week Creatives



1st Week Creatives - Main Video Launch



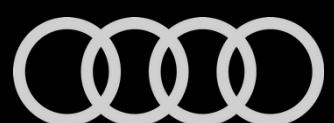
1st Week Creatives - Reference Video for Q/A



Content Calendar

Week 2 -

- 5 Posts
- Informing about Audi Club.
- Benefits of Audi Insurance
- Facts and Throwback Story
- Reminder post for the #StillAudi



2nd Week Creatives - Audi Club Carousel Post



A collage of luxury items including a plate of food, two glasses of champagne, a golf ball and club, a sunset over water, and a meal on a plate.

AUDI CLUB:
Taking Luxury to New Heights

Adventures in the great outdoors, weekend drives along unforgettable routes, fine dining at the world's best restaurants and lots more.

Rediscover the essence of exclusivity with Audi Club India.



Audi Concierge Desk



Auditoria

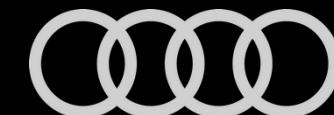
- AUDI Concierge offers unparalleled privileges and benefits to our members that go beyond the ordinary.
- Our concierge services are available to cater to your whims and fancies.



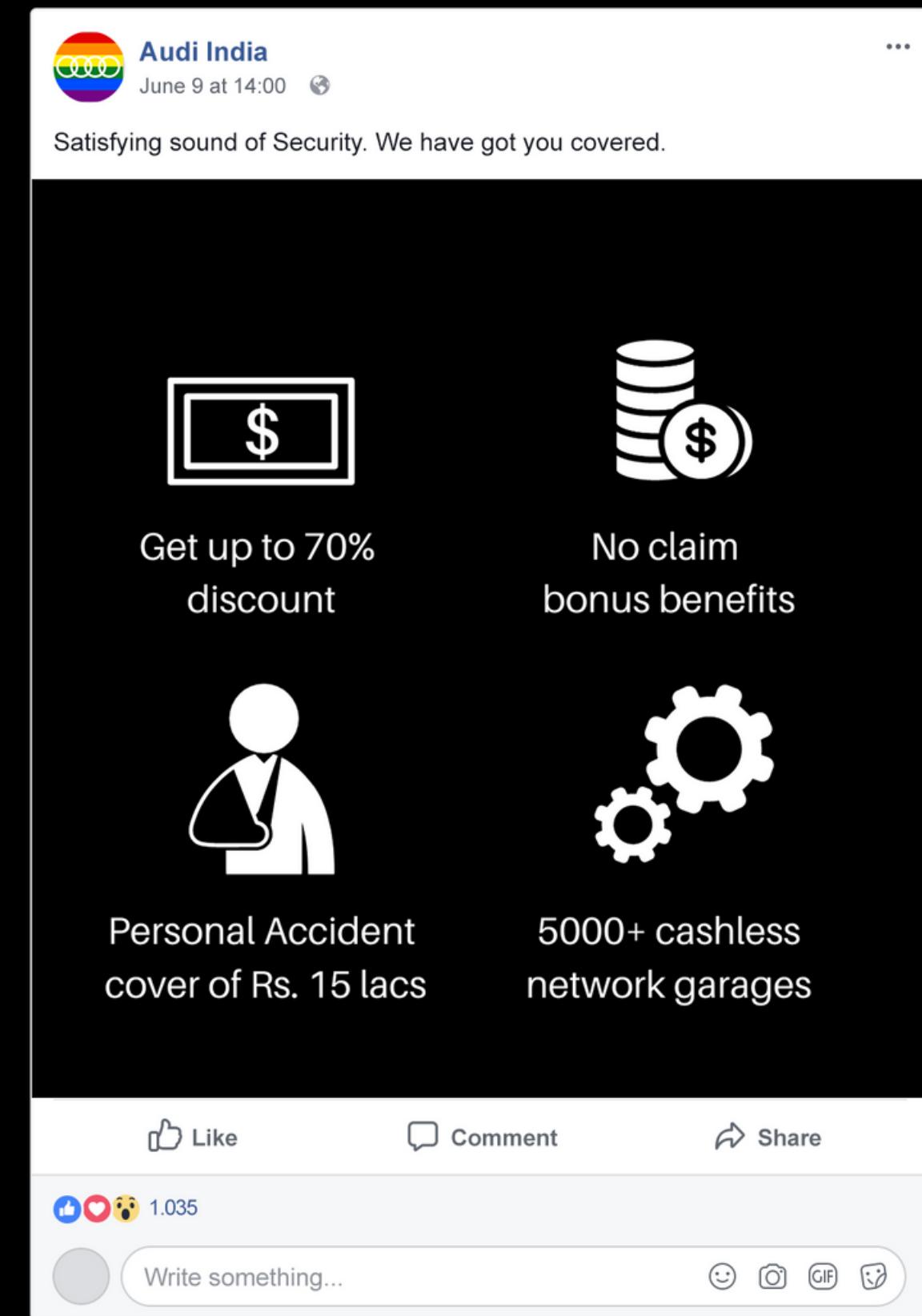
myAudi Connect: Your phone is now your car..



represents the digital connection between driver and vehicle



2nd Week Creatives



2nd Week Creatives



Audi India (@AudiIN) posted at 2:00 PM - 12 June 2021. The tweet features a black and white photograph of a man working on a car's wheel in a test facility. The text reads: "Safety is not an additional feature you get with Audi, it's an Fundamental feature. #Audi #FutureIsAnAttitude". The tweet has received 100K Retweets and 454.4K Likes.



Content Calendar

Week 3 -

- 3 Posts
- Inspirational post related to LGBTQ Community.
- Throwback Thursday Story
- An informational post regarding Audi.



3rd Week Creatives

Audi India
@AudiIN

Follow

Don't be afraid to show off your true colours.
#Audi #YouDoYou



2:00 PM - 15 June 2021

100K Retweets 454.4K Likes

12.5K 147K 60K



Audi India
@AudiIN

Follow

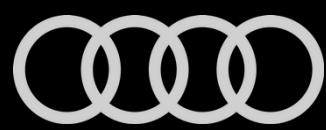
Audi: Where breaking stereotypes is normal.
#Audi



6:00 PM - 19 June 2021

100K Retweets 454.4K Likes

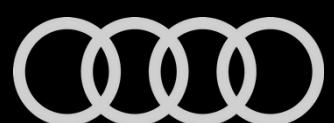
12.5K 147K 60K



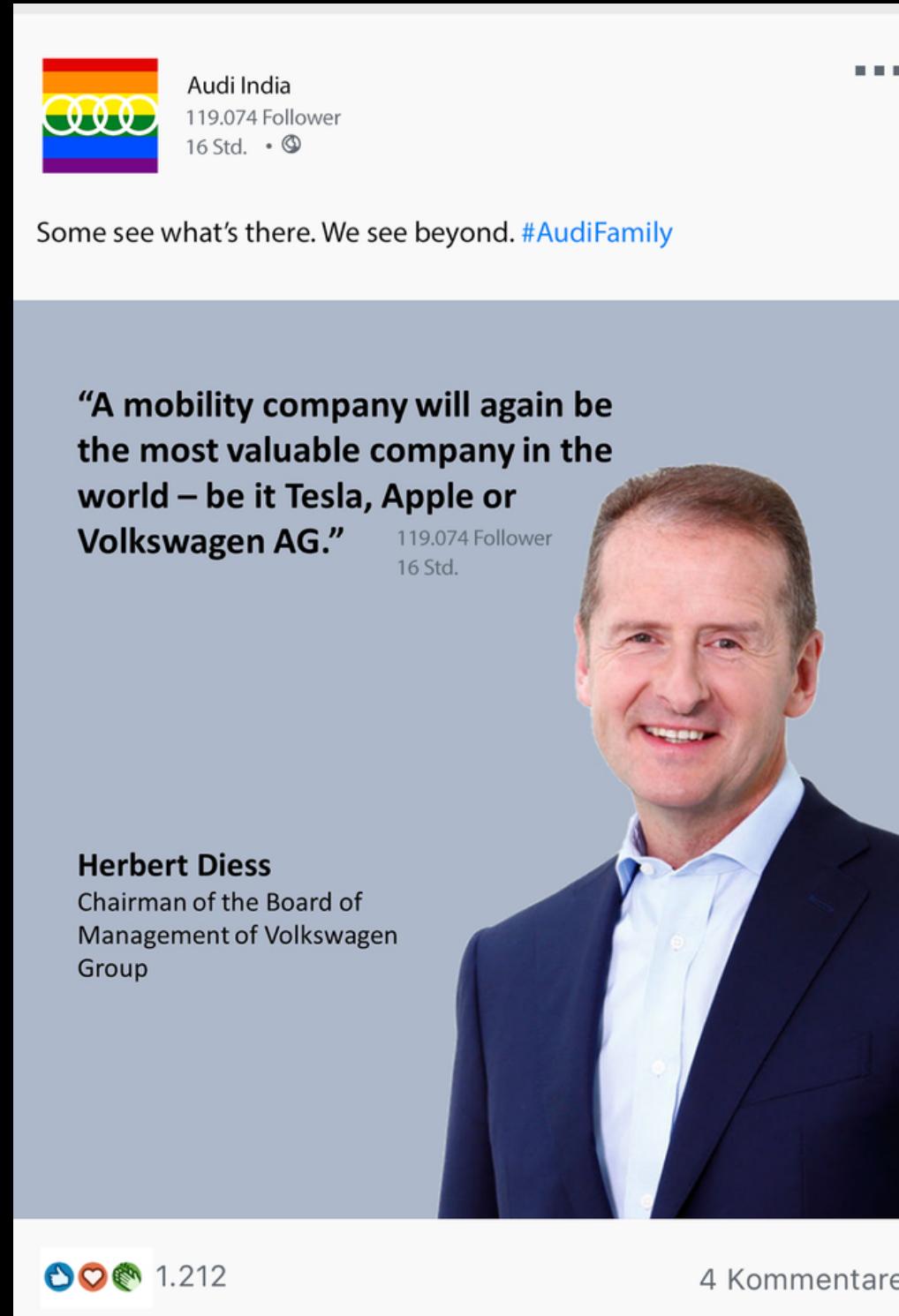
Content Calendar

Week 4 -

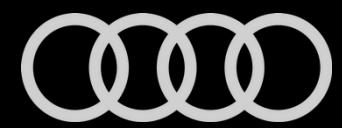
- 4 Posts
- CEO Quote
- Monsoon Story
- A BTS video - Crafted for You.



4th Week Creatives



4th Week- Crafted for You



5th Week- #AudiFamily Video (Reference)



Influencer Marketing



Faisal Khan



Rizwan Bachav



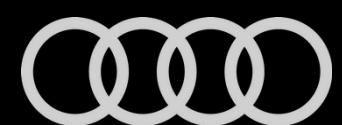
Naseer Khan

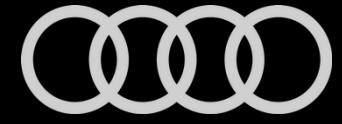


Boopesh Reddy

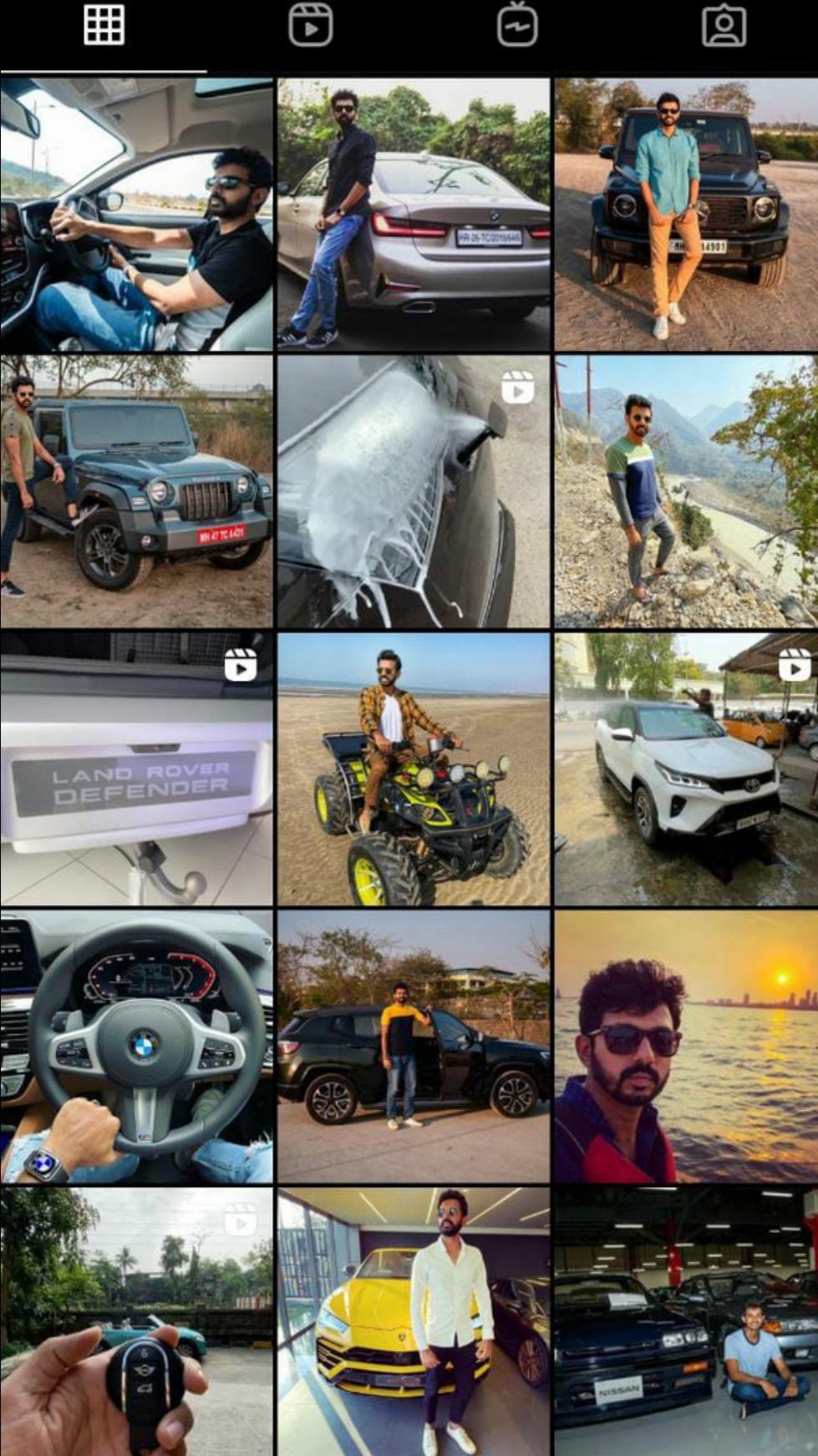


Ritika Jatin Ahuja



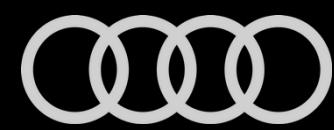


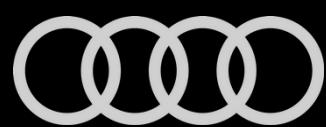
Faisal Khan



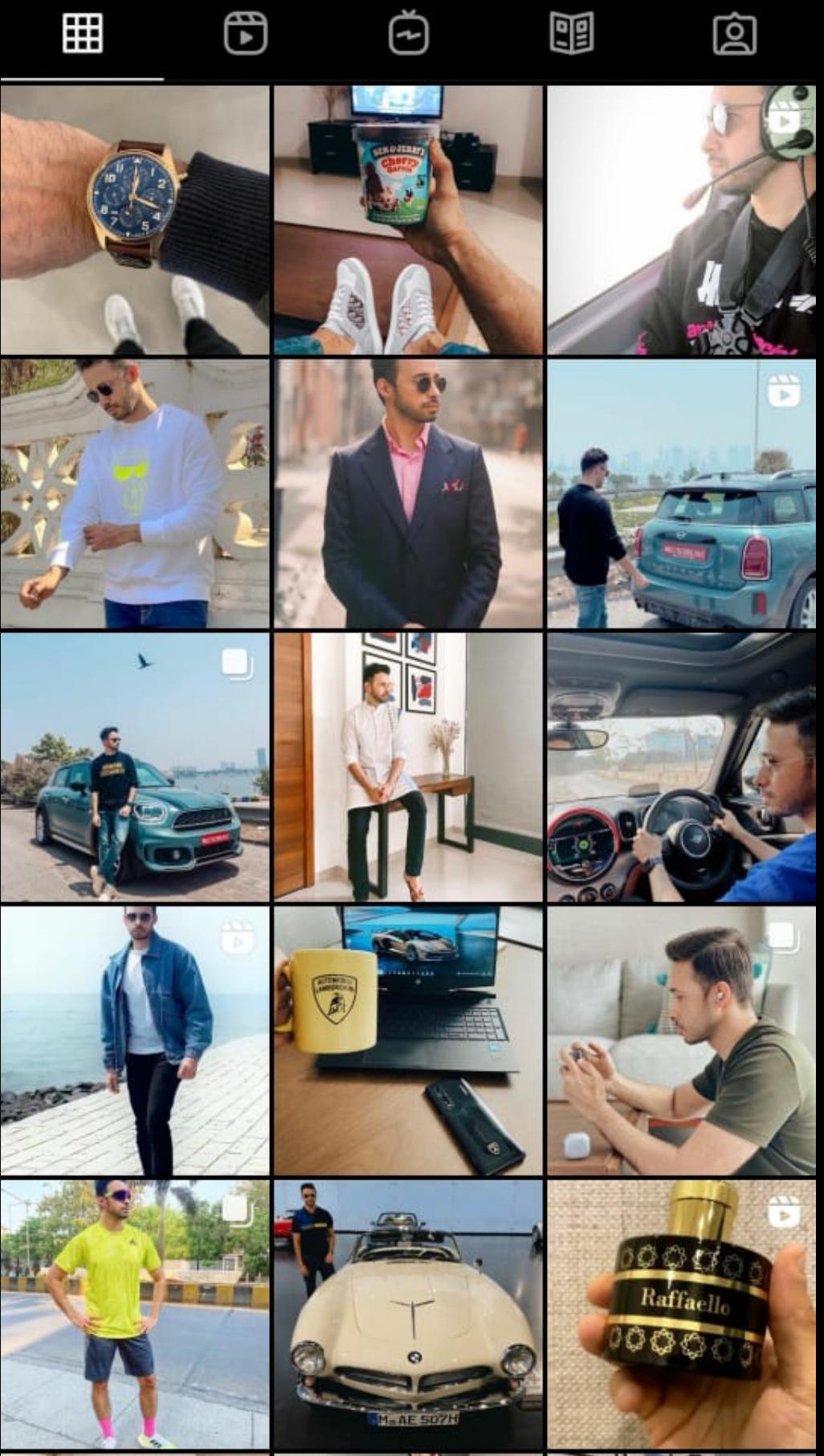
- Founder at Motorbeam
- Followers - 2,89,000
- Engagement Rate - 6.07%
- Expected Engagement / Post - 17,542
- Deliverables - 2 Reels & 1 Story
- Cost - Rs. 4,00,000/-

Type of Content - (Reference)





Collective Uniqlo Dior BMW X6 Cree

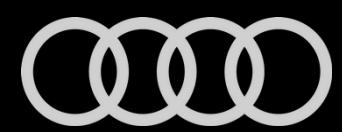


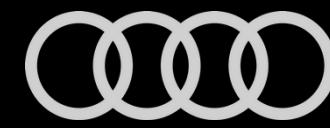
Rizwan Bachav

- Investment Banker
- Followers - 1,11,000
- Engagement Rate - 1.13%
- Expected Engagement / Post - 1,254
- Deliverables - 1 Reel & 2 Stories
- Cost - Rs. 1,50,000/-

Source: Socialblade

Type of Content - (Reference)





← naseer_khan005... :

JET SET 🚕 Workout 💪 DUBAI 🏙 DXB ✈ NEW 💣

Grid 📊 Video 🎥 Story 📺 Profile 📸

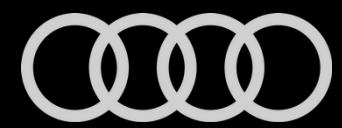
24 posts • 2,43K followers • 19.02% engagement rate

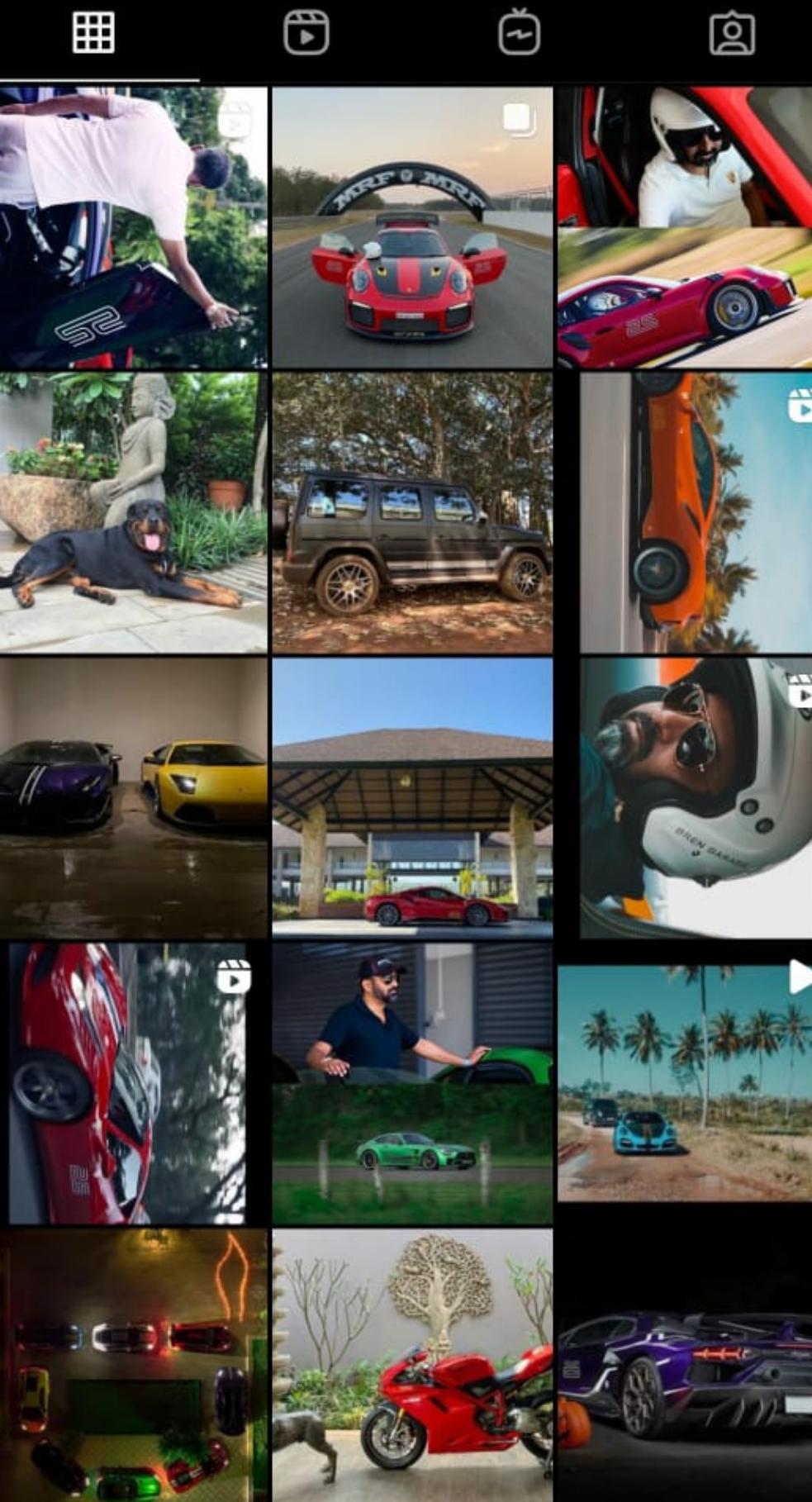
Naseer Khan

- Car Collector
- Followers - 2,43,000
- Engagement Rate - 19.02%
- Expected Engagement / Post - 46,218
- Deliverables - 1 Image Post & 1 Reel
- Cost - Rs. 4,00,000/-

Source: Socialblade

Type of Content - (Reference)

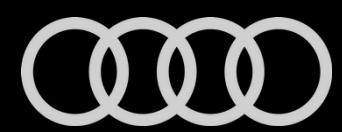


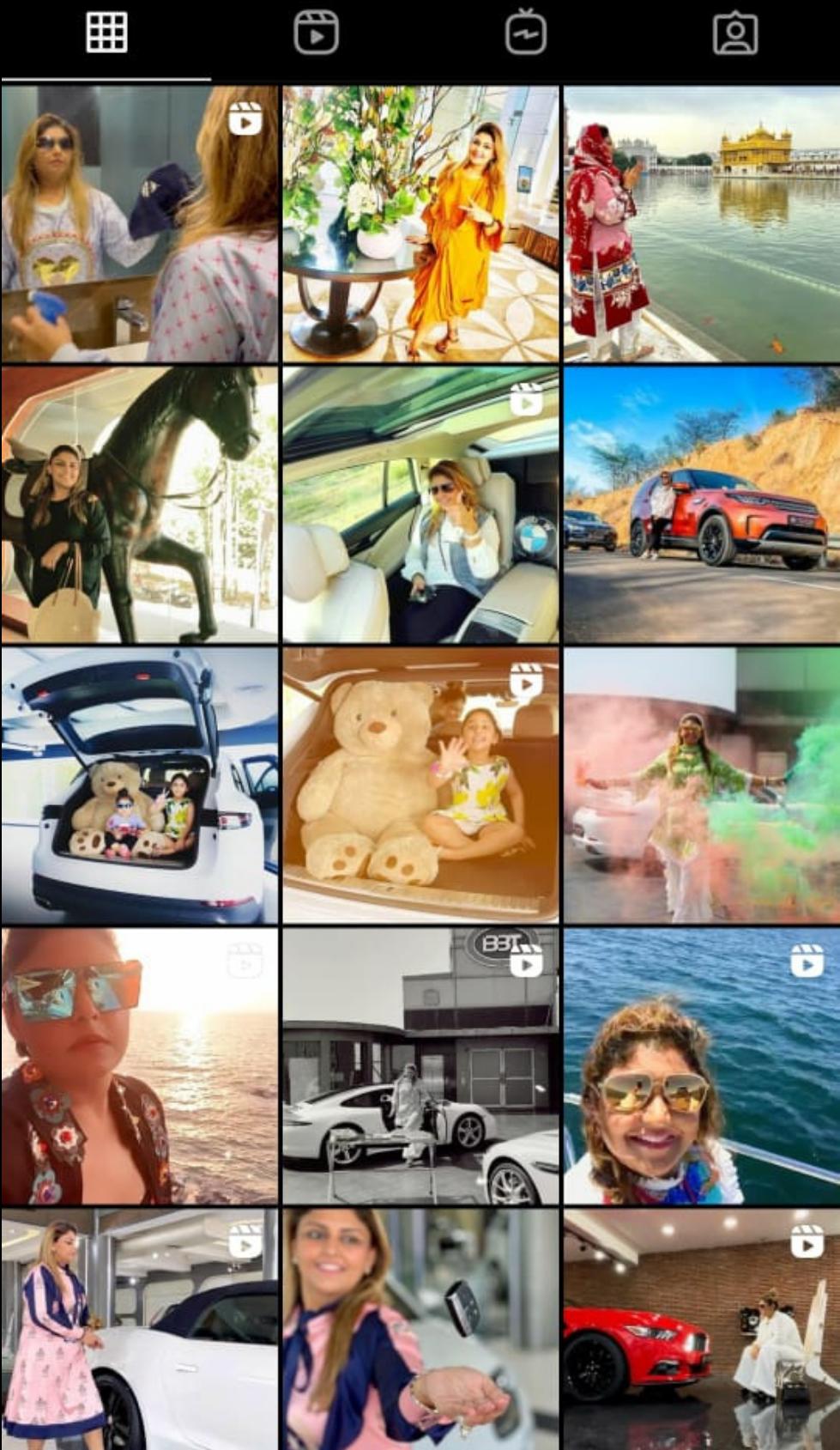
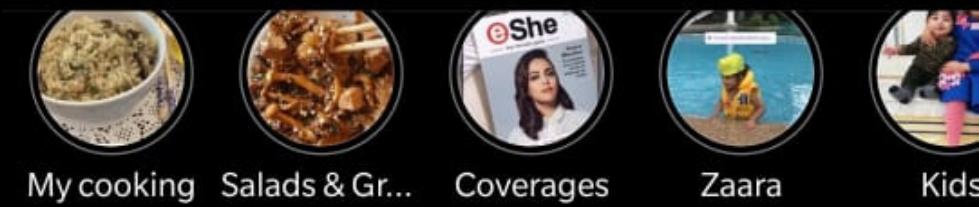


Boopesh Reddy

- Owner of Bren Garage
- Followers - 2,34,000
- Engagement Rate - 14.50%
- Expected Engagement / Post - 33,930
- Deliverables - 1 Reel
- Cost - Rs. 2,00,000/-

Type of Content - (Reference)

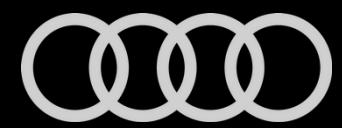




Ritika Jatin Ahuja

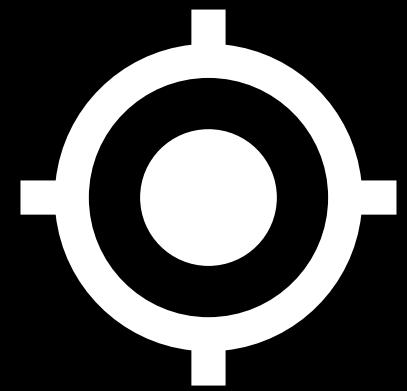
- Co-President of Big Boy Toys
- Followers - 12,800
- Engagement Rate - 5%
- Expected Engagement / Post - 640
- Deliverables - 3 Reels
- Cost - Rs. 50,000/-

Source: Socialblade



Facebook & Instagram Advertising

Campaign Level Settings



Website Traffic



Major Urban Cities



30 - 60 years



Ad-set #1 - Targeting

Behaviors > Mobile Device User > All Mobile Devices by Brand > Apple

Facebook access (mobile): iPhone X

Facebook access (mobile): iPhone XR

Facebook access (mobile): iPhone XS

Facebook access (mobile): iPhone XS Max

Behaviors > Mobile Device User > All Mobile Devices by Brand > Samsung

Owns: Galaxy Note 5

Owns: Galaxy Note 7

Owns: Galaxy Note 8

Owns: Galaxy S9

Owns: Galaxy S9+

Law firm

Interests > Business and industry

Advertising

Management

Sales

Interests > Business and industry > Banking

Investment banking

Interests > Family and relationships

Family

Marriage



Ad-set #2 - Targeting

business owner

[Interests > Additional Interests > Luxury Travel](#)

Luxury Travel

[Interests > Additional Interests > Luxury vehicle](#)

Luxury vehicle

[Interests > Additional Interests > Rolex](#)

Rolex

Behaviors > Travel

Commuters

Frequent international travelers

Frequent Travelers

[Interests > Additional Interests > Armani](#)

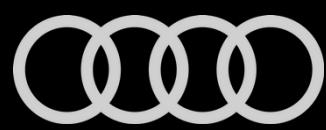
Armani

Interests > Additional Interests

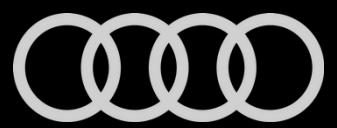
Audi

BMW

Mercedes-Benz



Facebook Ads Budget Sheet



Ad Copies

E-tron is an Attitude. #StillAudi



Design is an Attitude



AUDI.IN

Check-out our new electric vehicles collection.

LEARN MORE



Learn More >

i_samarthn Elegance is an Attitude #StillAudi



LinkedIn Ads

Objective - Website Traffic

Budget & Schedule

ⓘ Your Campaign Group is scheduled to run from 6/1/2021 to 6/30/2021

Budget

Set a lifetime budget ▾

Lifetime Budget
₹14,000.00

Schedule

Start date 6/1/2021 — End date 6/14/2021

Your campaign will run for 14 days starting from June 1, 2021. You will spend no more than ₹14,000.00 total.

Bidding NEW

Optimization goal ⓘ

Landing page clicks Change

Bidding strategy ⓘ

Maximum delivery (Automated) - Get the most results possible with your full budget

Target cost - Get the most results possible while staying near your cost goal

Show additional options ▾

Target audience size
280,000+

Segment breakdown ⓘ

Function ▾

Business Development	23%
Engineering	11%
Operations	10%
Information Technology	9%
Sales	8%

[Hide segments](#)

14 days (6/1/2021 - 6/14/2021)

Total spend
₹5,000.00 - ₹14,000.00

Total impressions
5,100 - 24,000

CTR
0.31% - 0.46%

Total clicks **Key Result**
24 - 120



Who is your target audience?

Include people who have **ANY** of the following attributes:

Job Seniorities

CXO, Director, Senior, Manager, Owner, Partner, VP

OR Member Age

35 to 54

By checking the box to enable this field, I certify that I will not use LinkedIn to discriminate based on age or other protected characteristics in ads relating to employment, housing, education or credit. [Learn more](#)

OR Job Titles (Current)

Owner, Acting Chief Executive Officer, Managing Director, Senior Managing Director, Deputy Chief Executive Officer, Self Employed, Chief Executive Officer, Interim Chief Executive Officer

OR Years of Experience

8 years - 12+ years

OR Member Interests

Business and Management

AND also have **ANY** of the following attributes:

Member Skills

Ownership, CEOs, Board of Directors, CFOs, Vice Presidents, Directors, Successful Business Owner, CXO

Audi India

328 followers

Promoted

Some see what's there. We see beyond. The new Audi E-tron.



Audi E-Tron Collection

[Learn More](#)

www.audi.in/e-tron

Check out Audi's new collection of Electric Vehicles.

47 • 21 Comments

Like Comment Share



Online Reputation Management

Ajay Kumar Singh
@AjaySin15948420

@AudiIN Can anyone in Audi India help us to resolve our problem with Audi Delhi South? A female owner is being harassed in this summer by multiple service failures. Is it really brand Audi????

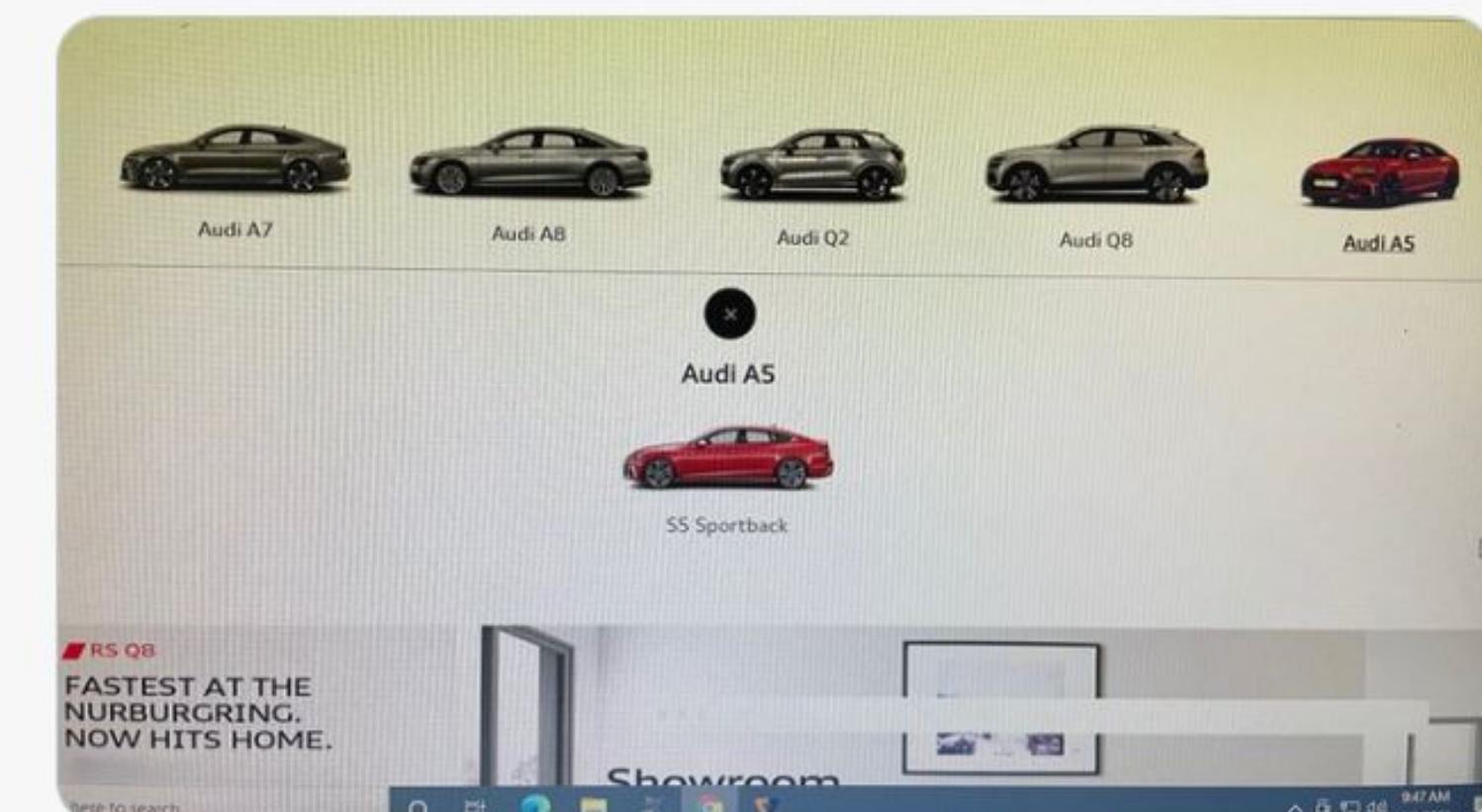
1:52 PM · Mar 31, 2021 · Twitter for Android

Audi India ✅ @AudiIN · Mar 31
Replying to @AjaySin15948420
Hi Ajay, we regret the inconvenience caused. Kindly write to us at customer.first@myaudi.in with your vehicle registration details, location and contact number. Our team will connect with you.

Ajay Kumar Singh @AjaySin15948420 · Mar 31
DL 2C AQ 0687
New Delhi
9711511371 Puneet Mehta.
Car used by Rashmi Mehta.

Audi India ✅ @AudiIN · Mar 31
Hi Ajay, we have made a note of the details and have shared it with our team.

Vijay raja @Vijay7raja24 · Apr 2
@AudiIN @AudiOfficial Is the S5 the new A5? Am I missing something? 😊
Audi India tarnishing brand image as usual.



Audi India ✅ @AudiIN · Apr 3
Hi Vijay, please be informed that the Audi S5 belongs to the Audi A5 product family. For more information on our other models please click here audi.in/in/web/en/models





Sharad Masson
@sharadmasson

...

@AudiOfficial @AudiIN u've the most unreliable cars & workshops r a disaster where engine parts break inside after service and no one takes the ownership.
#liferiskincars. @MORTHIndia @MORTHRoadSafety
@nitin_gadkari

2:12 PM · Mar 27, 2021 · Twitter for iPhone



Audi India  @AudiIN · Mar 27

Replies to @sharadmasson

Hi Sharad, we regret to hear about your experience. Kindly write to us at customer.first@myaudi.in with your location, contact number and vehicle registration details. Our team will connect with you.



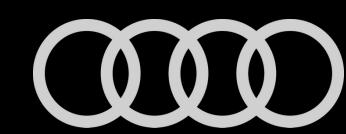
Sharad Masson @sharadmasson · Mar 27

We've already written to this id, no support, unfortunate experience of being an Audi customer, ticket id - 07011764



Audi India  @AudiIN · Mar 27

Hi Sharad, we understand that our team has addressed your concern via email. Request you to refer the reply dated 27th March 2021.



10:56 ↗



Comments



ved_sinhaa When the Audi will release a3 new generation please tell me



1w 3 likes Reply



audiin ✅ Hi @ved_sinhaa, the launch schedules of our models vary. We suggest that you take a regular look at the Audi India website for updates.



1w 2 likes Reply



c_h_a_l_a_97 Will Audi bring RS5 variant ?
@audiin @audiofficial 🔥😍🔥🙌



1w Reply



audiin ✅ Hi @c_h_a_l_a_97, thank you for reaching out. We suggest that you take a regular look at the Audi India website for updates.



1w Reply



audilifestyle_ 🙌🙌🙌



1w 1 like Reply



canonicalsumit Any chance for return of tdi?



1w Reply



audiin ✅ Hi @canonicalsumit, thank you for reaching out. We suggest that you take a regular look at the Audi India website for updates.



1w Reply



sahildhupar9 You have the worst customer service. My new Audi Q7 is sitting at your service Center from last 3 months for multiple brake failures.



4w 4 likes Reply

— Hide replies



chay_maddipati @sahildhupar9 same problem with my New A6



4w 1 like Reply



audiin ✅ Hi @chay_maddipati, we regret to hear about your experience. Kindly write to us at customer.first@myaudi.in with your location, contact number and vehicle registration details. Our team will connect with you.



4w 2 likes Reply



10:57 ↗



Comments



sahildhupar9 Hey I would like to inform you about my Audi Q7. I bought the car in the year 2017 April and from the first day I am having issues in the car but in last one year we have had couple of brake issues because of which my wife who drives the car has met minor major accidents. Though the malfunction of vacuum pipe due to which we apply brakes was the cause, therefore we have sent the car couple months back for the repair of the same but unfortunately the same problem arrived again soon after receiving the car back. Mostly my wife drives the car and she again met with an accident luckily minor this time. So when I informed Kristen Audi they took the brake issues as any normal issue and told me that they will repair the car and now it's has been more than 3 months my Audi is sitting with them. I am very disappointed with Audi india as they have never tried to get back to me with the same issues. If the same issue would have been happened in countries like USA, Canada or Europe Audi would have been in serious trouble. But in India they have taken their customer for granted. I would again request anyone from Audi india to contact me as after buying so called luxury car multiple brake issues are unacceptable and Audi india treatment towards their customer is horrendous. I would please request Audi india to call me back Audi India

2w Reply

— Hide replies



audiin ✅ Hi @sahildhupar9, we understand that our team has addressed your concern via email. Request you to refer the reply dated 10th March 2021 and 24th March 2021.



10:57 ↗



Comments



sahildhupar9 @audiin hello Audi is trying to bail me out by convincing me with false promises. I want to know what went wrong what is the counter measure taken and how it will not happen again. No one is ready to answer me that. Do you think that's how you treat a break failure where accidents has occurred because of it. You are harassing the customer.

2w Reply



audiin ✅ Hi @sahildhupar9, as informed earlier, our team has addressed your concern via email. Request you to refer the reply dated 10th March 2021 and 24th March 2021.

2w 1 like Reply



sahildhupar9 @audiin your team is trying to convince me with false promises. I have not received the single document for what went wrong in the car the 2nd time and how it won't happen the 3rd time. It's a BRAKE FAILURE it's about LIFE and DEATH of a customer who has bought the car. Please address with all your positive intentions.

2w Reply





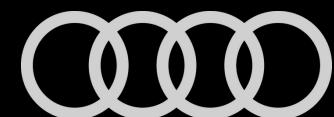
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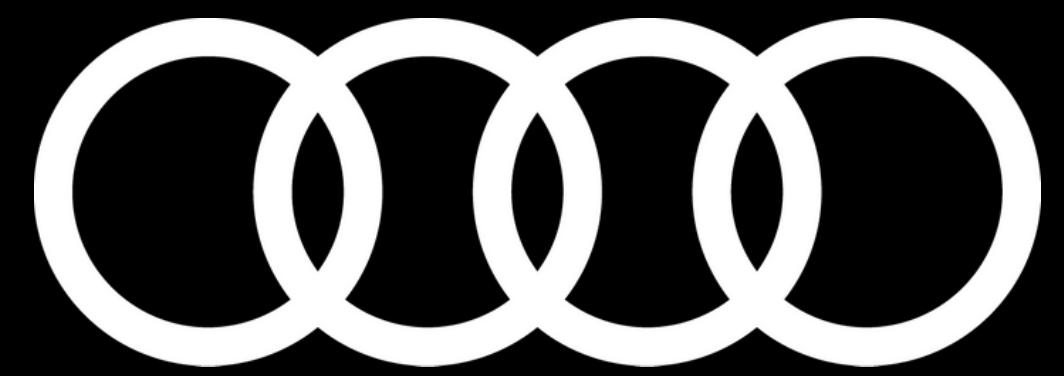
2w [Reply](#)



audiin ✅ Hi @sahildhupar9, as communicated earlier, we understand that our team has responded to your concern via email. Request you to refer to the same.

2w [Reply](#)





Thank You !!