



The 'technik' of insight Audi

Audi is perhaps most famous for its 'Vorsprung durch Technik' - progress through technology. The Audi journey has always been about progress. From a well respected mass-market brand to a desired premium badge of success. And cutting edge technology has been a critical part of the story. From the obsessive engineering vision of the product planning and design functions in Germany to the temples of automotive excellence it has rolled out around the world.

Less well-known perhaps is that the word Audi is Latin for 'listen'. And like many great businesses, Audi's progress lies in its ability to anticipate the future. To listen and pay attention to what the world is whispering as it turns.

For the last 10 years, we have partnered Audi on the road. Around strategic brand management and brand development issues. Charted answers to some of the key questions about direction. Questions around brand iconography. Consumer engagement and brand feelings. Intensifying the brand experience and fine tuning the proposition. Questions with answers that push the brand beyond just the functional benefits of a well built car and into the territory of emotionally resonant and connected brand.

How did we Add Value?

A decade of partnership, challenging the progress of the Audi brand. 'Vorsprung durch Technik'.