

### Suggested answers

- 1. What was the Audi A1's targeted consumer group and what were the objectives of Audi's 'The Next Big Thing' campaign?**

The main target group for the Audi's A1 was urban and lifestyle-oriented youthful people with a relatively high income. The main objectives of the Audi A1's campaign 'The Next Big Thing' was to create a strong awareness of the A1, leading to at least 10 000 pre-orders, as well as winning over an extra 50% of the buyers of competing companies who are new to the Audi brand. Additional goals were to achieve advertising cost reductions of 30% per car and to strategically position the new A1 against the MINI.

- 2. Why do companies such as Audi use testimonials as part of their marketing strategy, and why did Audi use Justin Timberlake for the A1's 'The Next Big Thing' promotion?**

Testimonials are sources (such as a person or an established magazine) that endorse a product and are believable and likeable to the target audience. Audi choose Justin Timberlake to support the 'The Next Big Thing' marketing strategy, because he is seen as a role model and highly credible for the target group. He represents a positive and high-quality image. The aim was for this appeal to transfer from him to the new Audi A1, making it appear stylish, of high quality and widely accepted as 'The Next Big Thing'.

- 3. Create an overview of the main structural barriers that can occur in e-marketing, including a short description.**

Rapidly changing infrastructure issues can be a barrier to a company such as Audi in facing the global challenges of marketing. The table below brings these factors together.

Figure: Structural barriers in e-marketing[12]

structural barrier	language	culture	Infrastructure & access charges
short explanation	<ul style="list-style-type: none"> <li>different languages in marketed countries</li> <li>consider usage of domestic language or subtitles</li> </ul>	<ul style="list-style-type: none"> <li>different traditions &amp; values, meanings of symbols or colour schemes in marketed countries</li> <li>different understanding of how business is done</li> </ul>	<ul style="list-style-type: none"> <li>different internet penetration rates and cost of connecting with the internet in marketed countries</li> <li>thread of addressing less customers than intended</li> <li>usage of further types of media advisable</li> </ul>

**4. Can the marketing campaign be considered successful? If yes, can you name indicators for your decision?**

The campaign was successful and met all of its objectives in the following ways:

- Creation of awareness (180 000 registered website visitors, 40 000 configured cars and 30 000 fans on Facebook).
- Pre-orders exceeded 16 000, of which 90% came from brand newcomers.
- More than 28 000 A1's sold by end of 2010 (3 000 units more than when MINI launched its new car in 2001).
- Average costs for advertising reduced by 44%.
- A1 positioned appropriately (customers ready to pay EUR2 500 more for the A1 than for a comparable MINI).
- 63 105 cars delivered to customers in the first half-year of 2011.

**5. What conditions have led to Audi's development of global markets and what promotional strategies has Audi used to support this globalisation? How has Audi used 'user-generated content' to contribute to its globalisation?**

According to Professor Levitt [16] and others, there is an increasing global market for goods such as Audi's. This phenomenon has been the result of the use of promotional tools that involve new communications technology, the reduced cost of travel and other factors that have led to the markets of the world being more aware of Audi's different products and processes. As a result of this awareness, consumer segments in each of Audi's developing markets have had similar experiences and thus have common needs. These common consumer needs are described as a demand for high quality, reasonably priced, standardised products. There is a strong feeling that within each country's market there is a growing segment that has been exposed to ideas from around the world, such as those in Audi's webisode movies with its star Justin Timberlake, and thus has had its tastes and perceived needs affected. There is a strong feeling that world markets are being driven toward a converging commonality of taste and needs leading toward global markets. This can be seen in Audi's successful marketing strategy.

The interactive customisation of the A1 on the website and the resulting process of sharing these individually created designs with friends ('user-generated content') helped Audi to raise awareness without it being directly related to the promotion of the company. This user-generated content created, in the minds of its target consumer, a better perception of the Audi A1 than other more direct and traditional forms of promotional activities. Audi constantly monitors its social media and user-generated content in order to facilitate alignment to consumer sentiment. [Click to see an overview of Audi's social media engagement activities: <http://www.youtube.com/watch?v=cG821DMMD9A&feature=share&list=PL8C58121B0E676C15>.]