

# Marketing case study

[Business](#), [Marketing](#)



In 2010 the Audi has been approach of addressing the consumers by emotions connected to the repositioning of the brand that is Audi A1 'The Next Big Thing. Part 2 What were the objectives of Audi's 'The Next Big Thing campaign? The objectives of Audi's 'The Next Big Thing campaign is: To create a strong awareness. Desire for the new car resulting in at least 10000 pre-orders. As well as winning 50% of buyers of competing companies as new Audi customers and loyal fans of the brand. To reduce the cost for advertising per car by 30%.

To ideally position the new A1 against the MINI brand. . Why do companies such as Audi use testimonials as part of their marketing strategy, and why did Audi use Justine Timberline for the A1 's 'The Next Big Thing promotion? Part 1 Why do companies such as Audi use testimonials as part of their marketing strategy? The companies such as Audi use testimonials as part of their marketing strategy because to address the targeted group of new and younger potential customers by using digital infotainment such as television or internet - based programs.

Audi have strong in communication strategy and consumer marketing campaign, Hereford, Audi used a cross-media approach that is printed adverts, TV spots and series of online films. Why did Audi use Justine Timberline for the A1 's 'The Next Big Thing' promotion? Audi use Justine Timberline for the A1's 'The Next Big Thing' promotion because: He is considered to be a role model for the target group and highly reliable for the younger audience. He represents a cool and up-to-date image, an association with quality projects and is not related to shocking or negative behavior.

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Justine Timberline was the main testimonial of the online pre-launch campaign which endorses a product or brand and is too high level believable and likeable. 4) Can the marketing campaign be considered successful? If yes, can you name indicator for your decision? Audio's marketing campaign 'The Next Big Thing' when assessed was seen as having contributed successfully to the corporate vision strategy as follows. Yes, the marketing campaign can be considered successfully. Because of the objective of creating awareness was met with registered website visitors: Exceeding 180000, 40000 cars had been configured and 30000 fans had been won on Facebook.

Customers who were new to the brand made up 90% of pre-orders, ND total pre-orders exceeded 16000. At the end of 2010 Audio had already sold more than 28 000 Ass's, which was 3 000 units more than when MINI launched its new car in 2001. The average costs for advertising were reduced by 44% and customers were on average ready to pay about EURO 500 more for the AY than for a comparable MINI, which indicated appropriate positioning for the new Audio against its core competitor. Audio's later publications indicate a continued success in sales for the AY: 63 105 cars were delivered to customers in the first six months of 2011.

For example, the main objectives of the campaign was to reduce the cost for advertising per car by 30% but later when Audio company successful than the average costs for advertising were reduced by 44% which was benefit for the Audio company. Therefore, the Audio Company meets all the objectives awareness successfully which was fulfilled the Audio Company vision

corporate strategy. 5) What conditions have led to Audio's development of global markets and what promotional strategies has Audio used to support this globalization?

How has Audio used 'user-generated content' to contribute to its globalization? What conditions have led to Audio's development of global markets? The conditions have led to Audio's development of global markets are: Firstly, Audio's company has managed to deal the marketing strategy challenges which were: Different market structures Ways of doing business Preferences of potential customers in different countries or regions Ways in which marketing messages are perceived Therefore, the Audio Company was successful.

Secondly, Audio's Company has strong in communication strategy and consumer marketing campaign; which Audio company was successful.

Thirdly, Audio's Company as used e-marketing and viral marketing to attracted and addicted to the target group; which Audio company was successful. Lastly, Audio's company used advertising campaign in terms of awareness, attitude, and purchasing intention; which successful the Audio company. What promotional strategies has Audio used to support this globalization?

The promotional strategy has Audio used to support this globalization are: Audio used a cross -media approach that is printed adverts, TV spots, and series of online films. Audio Company has used communication strategy and using a testimonial. To address the targeted group of new and younger potential customers they used digital infotainment such as television or

internet based programs. Audio company produced series of short films, which is available online - firstly on Audio's homepage and secondly on Youth.

These episodes can be viewed at a website. The well-known singer and actor Justine Timberline was the main testimonial of the online pre-launch campaign which endorses a product or brand that is high extent believable and likeable. Based on new and social media the audience or consumers was to explore or see the ewe AY by customizing and sharing self-created designs of the car and also watching six episodes of short movie of Justine Timberline.

The promotional strategies are ways companies communicate information about their products and services with the end goal of increasing sales for example advertising, public relation, personal selling. Part 3 How has Audio used 'user-generated content' to contribute to its globalization? The Audio used 'user-generated content' to contribute to its globalization by the interactive customization of AY on the website and resulting process of sharing these individually created designs to raise awareness through user-generated content.

Therefore, Audio user-generated content created a perception in the minds of its target consumers of the Audio AY campaign which is more trustworthy. User generated content can provide a trustworthy and personal source of information about an experience or venue. 3) Create an overview of the main structural barriers that can occur in e-marketing, including a short description. The structural barriers may occur when a company such as

Audio decides to use an online aiming to promote its new product. The main structural barriers that can occur in e-marketing are language barrier and culture barrier.

**Language Barrier** The majority of international online marketing activities are considered to be the most common English Language in international business. The western companies choose to use the English language while most internet users nowadays do not live in English - speaking countries. Therefore, for businesses such as Audio, in developing marketing campaigns such as 'The Next Big Thing it can be advisable to use the mommies language for certain countries or at least to include subtitles when English or another foreign languages are used.