

.AUDI

Putting digital first

.AUDI CASE STUDY IN BRIEF

- **Initiatives**
Channel marketing, employee portal, digital innovation
- **Main models of use**
Mini sites, internal comms, web forwarding, vanity URLs, franchisee control
- **Key benefits**
Brand reputation and control

.AUDI as a driving force

Premium car manufacturer Audi targets a more affluent demographic with its range of sleek, high quality, technologically-advanced cars. The company uses its .AUDI TLD to communicate its stylish brand aesthetic to its chosen demographic, and to keep its global network of distributors on message.

Audi's well-known tagline 'Vorsprung durch Technik' ('lead by technology') describes its approach to business as well as its range of high quality cars. The company, which is part of the Volkswagen Group, targets young professionals, executives and wealthier demographics in general. To attract this customer base, the company focuses on design and style, seeking to produce both well-engineered and stylish cars, and cultivating a strong brand both off- and online.



AUDI-MEDIACENTER

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As the company explains in its brand guidelines,

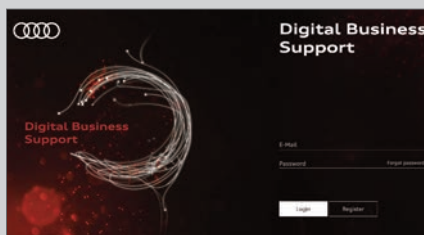
“We’re very much anchored in the here and now: we’re on the go, we think and live in the digital world. For us, a brand is not a static structure but a living interface.”

The .AUDI has strengthened the car manufacturer’s existing channel brand strategy by enabling it to quickly create branded websites for this partner network.

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GRIDCHECK.AUDI



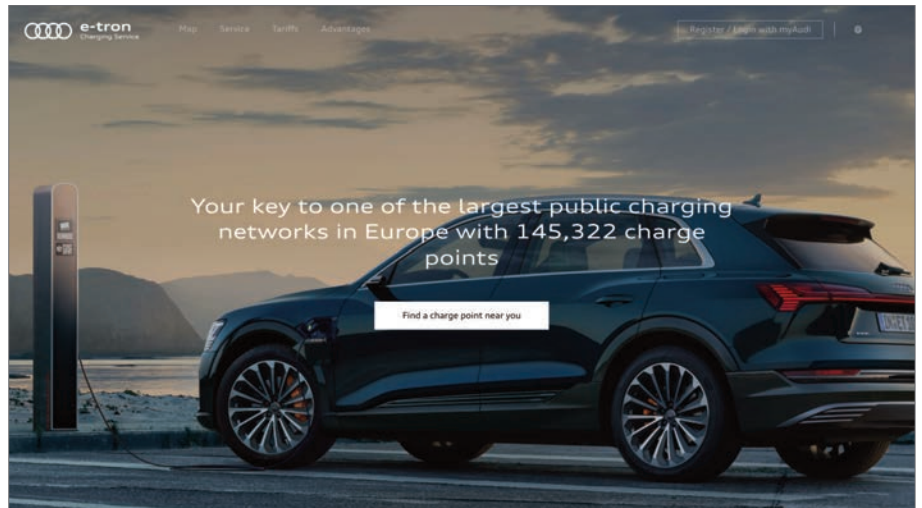
DBS.AUDI

To see if a branded Top Level Domain is right for your company, request a free assessment: experts@comlaude.com.

To read more dot brand use cases, visit: observatory.domains.

Audi has an ambitious vision to become the “number one premium automotive brand” by “becoming the image leader, as well as the most attractive employer”, and to “achieve this via expertise, the best brand experience, and innovative and emotional products”. It sees the .AUDI top level domain as integral to this aim, enabling it to: differentiate, protect and expand its brand; promote its brand to the public and stakeholders; and create added value for its brand through enhanced consumer trust and reliability in the digital space (ICANN application).

Among other initiatives, this has resulted in the launch of a series of dedicated sales and marketing mini sites for its flagship car ranges, for example, A3.AUDI and TT.AUDI. It has also set-up vanity URLs such as E.TRON.AUDI, GRIDCHECK.AUDI and E-TRON.CHARGING-SERVICE.AUDI to promote and provide customer support for its range of electric cars.



E-TRON.CHARGING-SERVICE.AUDI

The company has launched MY.AUDI as its main URL to help drive awareness (redirecting to the earlier MY.AUDI.COM), and also set up redirects for its social media, including FACEBOOK.AUDI. There are also dedicated mini sites to support its main messaging channels, such as BLOG.AUDI and for sponsored events, as with AUDI-TWIN-CUP-CA.AUDI.

Brand control

While Audi markets directly to various consumer groups, the cars are distributed through its global network of authorised distributors and dealerships. The .AUDI has strengthened the car manufacturer’s existing channel brand strategy by enabling it to quickly create branded websites for this partner network.

“Audi user interfaces are as varied as their uses – ranging from inspiring websites to applications for a particular service. The aim is to create varied solutions and a well-balanced, system-wide user experience – from the app to the vehicle.”

The basis for this is provided by a joint set of components, modules and animations detailed in its extensive online guidelines.

The result is a series of consistently branded mini sites with easily searchable URLs, from BERLIN.AUDI and STUTTGART.AUDI to AUDI-ZENTRUM-DRESDEN.AUDI and AUDI-ZENTRUM-HEIDELBERG.AUDI. Additional support channels are in place for this network, including its retailer information portal KNOWLEDGETANK.AUDI and the company’s digital support platform DBS.AUDI.

Raising awareness through internal communications

Internal communication can be a challenge for any global company, and the migration to a new TLD must be clearly communicated if it is to work. How can you communicate the launch of a dot brand effectively? Audi has cleverly met that challenge by also migrating its intranet employee portal to the new domain. WEARE.AUDI is its “employee community” and has been set up to give its 70,000 staff the opportunity to exchange ideas for the benefit of the company.

As the .AUDI TLD continues to gain visibility, both internally and amongst its customer base, it strengthens an already distinguished brand by adding another layer of control and sophistication.