Audi - brand management driven success
Michael Renz, Head of Central Marketing AUDI AG

Global Brand Management

Agenda

Importance of brand management

The Audi brand & global brand management

Current status and future challenges
brand

= emotional value, price premium
= differentiation
= global orientation
= loyalty, leap of faith

Agenda

- Importance of brand management
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Global Brand Management

Brand Positioning Objective

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Progressive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>Audi (2004)</td>
</tr>
<tr>
<td>Volume</td>
<td>Audi (2015)</td>
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</tbody>
</table>

Vorsprung durch Technik

- Sporty
- Progressive
- Sophisticated

Definition of brand identity

<table>
<thead>
<tr>
<th>Sporty</th>
<th>Progressive</th>
<th>Sophisticated</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Sporty Image]</td>
<td>![Progressive Image]</td>
<td>![Sophisticated Image]</td>
</tr>
</tbody>
</table>
Global Brand Management

Sporty

- Top performance, fun to drive
- Exciting design
- Competitive but fair
- Young, attractive, dynamic

Creating desirable cars

Motorsport · RS · S · S line · driving dynamics

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Sophisticated

- Highest quality
- Perfection in detail
- Demanding sense of style
- Cultivated, refined, fascinating

Setting leading standards

A8 · craftsmanship · materials
Progressive

- Forward thinking
- Leading technology standards
- Modern, innovative, visionary

Pioneering advanced technology
quattro · TDI · Audi Space Frame · multitronic · FSI · MMI · DSG

Our DNA "Vorsprung durch Technik"
Corporate Identity

Company brand

Product brand

Nomenclature

Steps in brand building

progressive  sophisticated  sporty  prestige

emotion

quality

technology  innovation

Basis  90's  2000  2006+
Focus on modern and progressive Milieus

- inspirational
- intuitive
- intellectual
- innovative

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### Measures for image/prestige improvement

<table>
<thead>
<tr>
<th>Prestige driver</th>
<th>call for action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver’s image</td>
<td>Metrotainment Events</td>
</tr>
<tr>
<td></td>
<td>VIP shuttle management</td>
</tr>
<tr>
<td>Dealer</td>
<td>Retail net Training (premium behaviour)</td>
</tr>
<tr>
<td>Communication</td>
<td>Increase motorsport impact</td>
</tr>
<tr>
<td></td>
<td>Sponsoring effectiveness</td>
</tr>
<tr>
<td></td>
<td>Product placement</td>
</tr>
</tbody>
</table>

### Drivers’s image: measures

**Activities:**

- **Metrotainment**
- **VIP program**
- **Brand placement**
Dealer exclusivity: measures

Activities:
- retail net planning
- new service offers
- premium behaviour

Communication & motorsport: measures

Activities:
- brand campaign
- motorsport marketing
- sponsoring strategy
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