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Audi to launch global brand campaign and partner with 72andSunny Amsterdam

- **New campaign to run in early 2020**
- **Sven Schuwirth, Head of Brand Audi, Digital Business and Customer Experience: “We are recharging the Audi brand emotionally and internationally”**
- **Carlo Cavallone, Executive Creative Director, Partner at 72andSunny Amsterdam: “We’re honored and thrilled that the first car brand we’re partnering with in Amsterdam is one of the world’s most innovative, creative and exciting”**

Ingolstadt, November 5, 2019 – Audi will launch a new global brand campaign in 2020 focussing on the realignment of the Four Rings. More than ever before, insights and communication trends from the company’s worldwide network will be incorporated along the lines of global brand management. Audi has now partnered with 72andSunny, an internationally renowned creative company, for this project.

The campaign will be based on Audi’s new brand strategy. One of the most important objectives is to redefine the *Vorsprung durch Technik* slogan and infusing it with new life. In the future, it will no longer be solely about what is technically possible, but on focusing even more on what customers want. “*Vorsprung* is globally becoming more and more a question of perspective, of an inner attitude,” says Sven Schuwirth, Head of Brand Audi, Digital Business and Customer Experience. “That’s why we’re breaking new ground also in marketing, to recharge the Audi brand emotionally. Since its inception, we have been driving this project forward in an agile network with colleagues from all over the world. 72andSunny is the ideal agency for us to make these goals tangible in a major brand campaign.”

Carlo Cavallone, Executive Creative Director, Partner at 72andSunny Amsterdam, says: “We’re honored and thrilled that the first car brand we’re partnering with in Amsterdam is one of the world’s most innovative, creative and exciting. We’re thrilled to be working with them on their next chapter – it’s a big challenge and we’re all up for it.” The Audi relationship will be led by 72andSunny’s Amsterdam office, with appropriate support from the network. With offices in New York, Los Angeles, Sydney, Singapore and Amsterdam, 72andSunny is a global advertising agency creating global work for clients such as Google, adidas and Unilever.



Strengthening the brand will play a key role in Audi's planned major communications offensive. Audi intends to systematically rejuvenate the brand and in particular to address progressive target groups. The premium concept is also to be revived in the meaning of a contemporary form of luxury. The stated goal is to sustainably enhance both brand image and brand awareness.

The new brand campaign will kick off in the first quarter of 2020.

- End -

The **Audi Group**, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

About 72andSunny

72andSunny is a global creative agency that believes unignorable creativity is the most powerful force in business. With offices in Amsterdam, Los Angeles, New York, Singapore and Sydney, 72andSunny is on a mission to expand and diversify the creative class. 72andSunny has been recognized as one of Fast Company's Most Innovative Companies for two years in a row and is a two-time "Agency of the Year" winner for Advertising Age and Adweek. For more information, visit 72andSunny.com.