

Audi Q8 Launch proposal

by Digitek

1.- The perfect launch idea.



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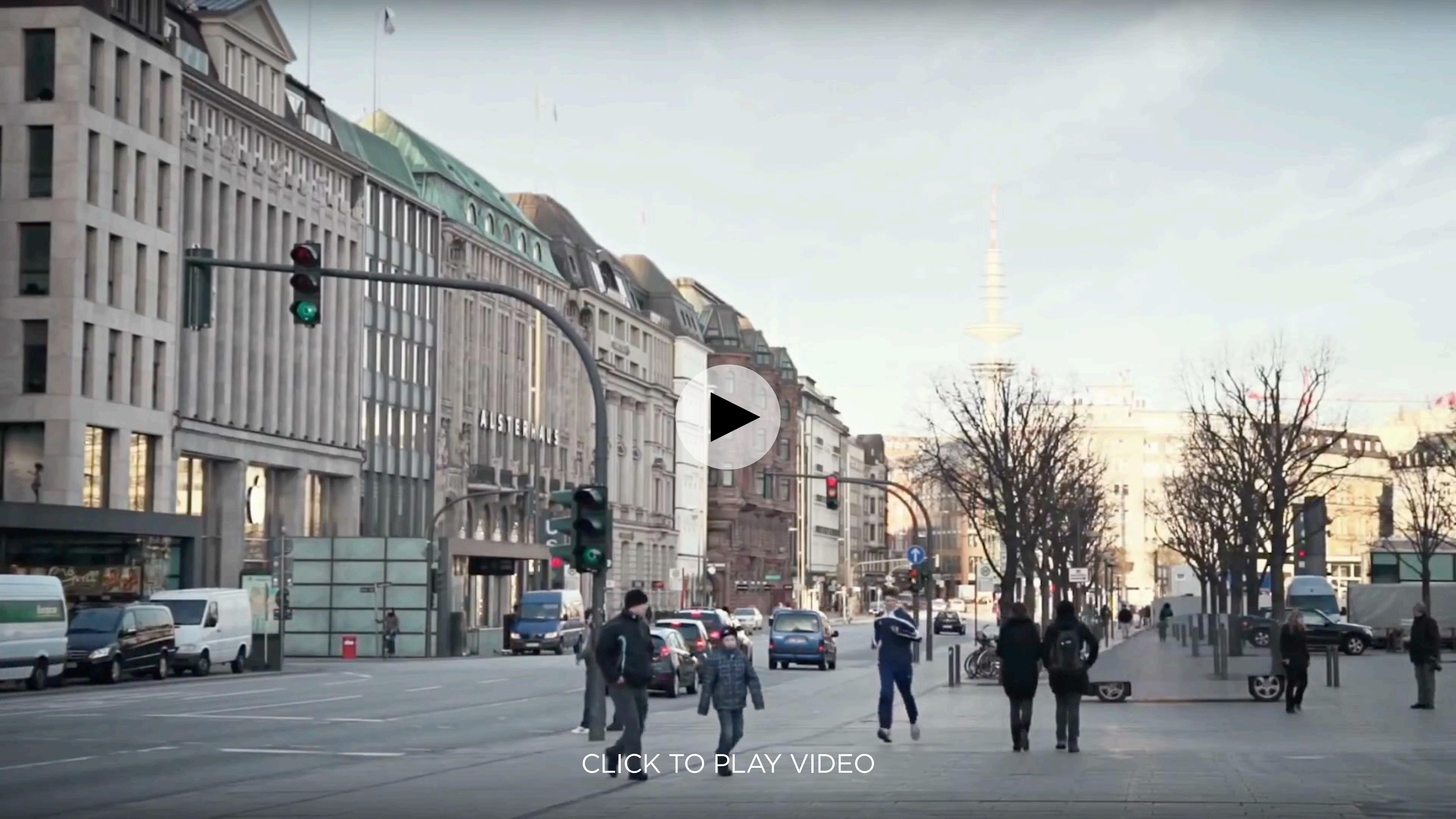
In a dream world, when thinking about the perfect launch idea, what would we wish it happened?

How about having our car travel around Doha streets so people could feel its presence and even read about our launch yet not being able to see the car until the very exact launch moment (eventually, the launch event)

That's the reason for our idea title. We've found it. We can actually make it happen. Thanks of course to technology...

A wide-angle photograph of a city street, likely in Hamburg, Germany, as indicated by the "ALSTER" sign on a building. The street is lined with multi-story buildings, some with traditional facades and others more modern. A tall, illuminated tower, possibly the Hamburg TV tower, stands prominently in the background. The sky is overcast. In the foreground, a pedestrian crossing is visible with several people walking. A traffic light on the left shows a green signal. The overall atmosphere is a typical urban setting.

Can you spot the invisible car?



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In fact, with today's technology this effect will be even more impressive.

Thanks to the new 1.25 mm 4K led screens our car will truly be almost invisible around Doha, until we project headlines that create the teaser effect:

Can you feel the new Audi Q8?

1.- The perfect launch idea / Augmented reality app

Because the Audi Q8 uses the augmented reality technology as part of its cockpit, eventually, we could create an augmented reality app for mobile phone, so that people could see our revolutionary SUV through augmented reality when spotted in the streets of Doha.



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WSJ

2.- Directly from Germany. Literally.



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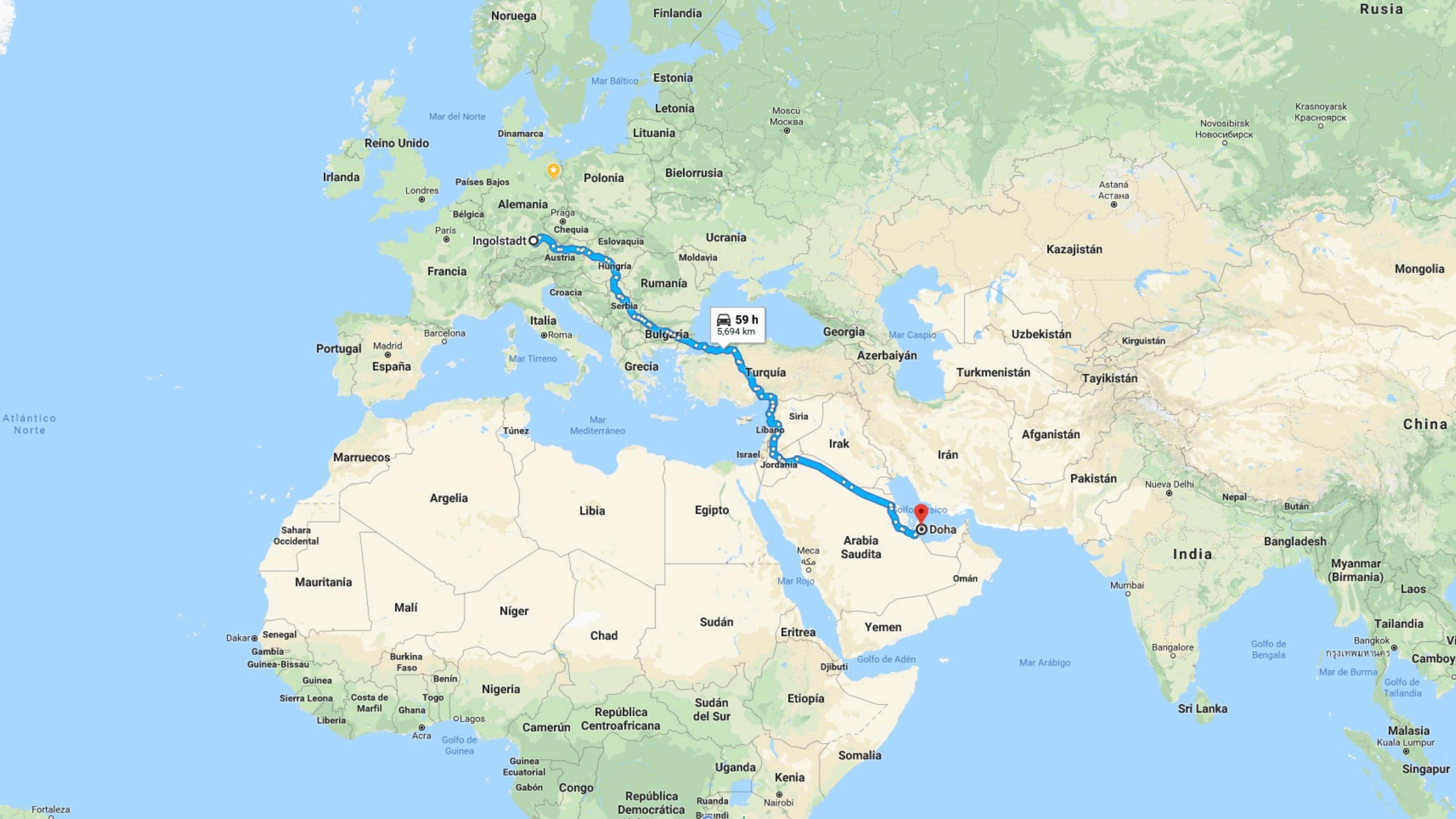
Everybody knows Audi is a german brand. Among many other things, all the german values are also Audi values. Germans may not be the most fun people, or the most creative ones, but when it comes to technology and specially car technology, they have an unparalleled reputation. Because they do things like no others do. They are with no dispute one of the best car makers in this planet. And Audi, as a brand has always welcomed benefiting from all those german values.

Why not enhancing that message in our launch. Audi do come from Germany, everybody knows that, but why not make a truly memorable event out of it, specially thanks to some innovative technology that has never been used before in such a way.

Let's actually drive a new Audi Q8 from Ingolstadt, Germany to Doha, Qatar transited live in a way that's never been done before: thanks to GPS drones that will “stick” like a magnet to our new car following it every step of the way.

This will create a 3 day journey teaser campaign, broadcasted live (or as long as we want it to last) in a website specially design for the occasion and of course in our dealers.

Of course the big finale will be synchronized with our launch event.





Object Tracking

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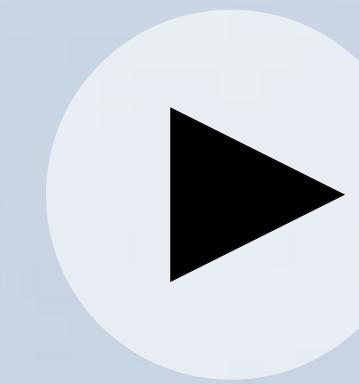
3.- First car ever delivered by drones.



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It's already been done for humans, but it's never been done with a car. Everybody knows Amazon is planning to deliver goods with drones, but of course they're talking about books, little items or eventually food.

Let's go above and beyond and deliver the new Audi Q8 thanks to an army of drones. It would mean a Guinness World Record.



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