

# Trendletter

April 2009

Dear interested internet reader,

We are happy to be launching the first Audi Trendletter which will keep you up to date on a regular monthly basis.

We will inform you about the latest online marketing trends and highlights in the automotive market and other industry sectors. The Monitoring Ticker will give you current reports on the online activities of our competitors BMW and Mercedes Benz and their German and American web portals.

Enjoy the Audi Trendletter. We will keep you one step ahead.

Best regards,  
Sascha Martini  
Geschäftsführer

## 01 Automobil

Hyundai Genesis Coupe  
VW recommends: GTI for 21+ years only  
Honda Insight  
The Volvo Twitter Ad  
Ford Fiesta Movement

## 02 Monitoring Ticker

## 03 Big Brands

Puma Lift  
Nokia viNe  
Philips Carousel Movie

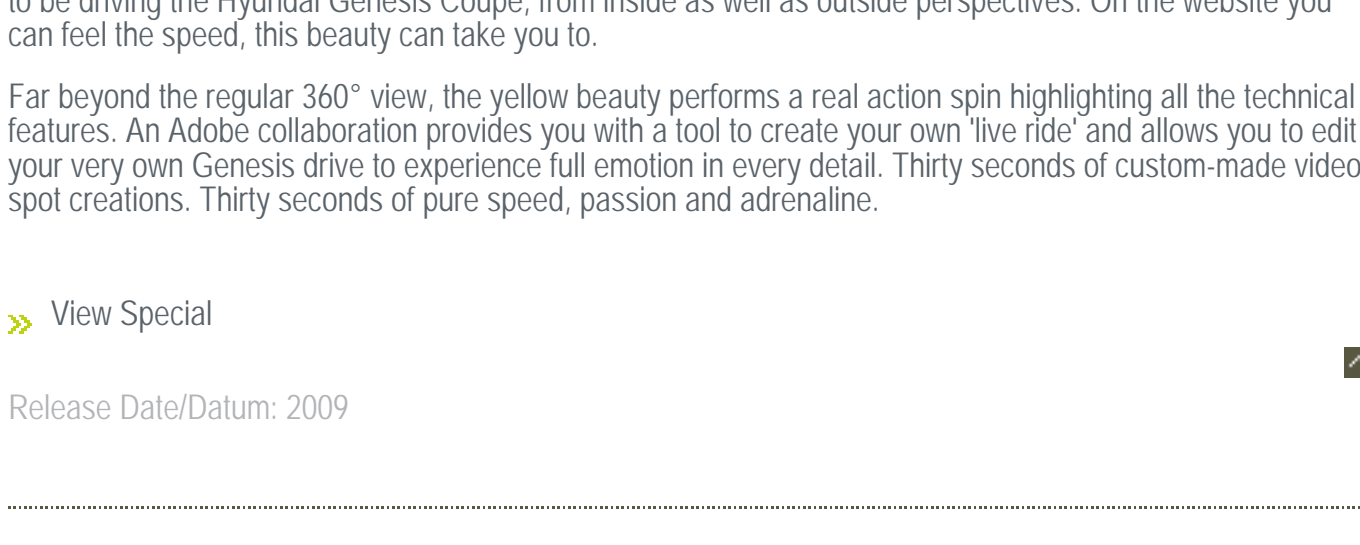
## 04 Entertainment

Nike Naked Running Camp

## 01 Automobil

### Hyundai Genesis Coupe

The fast and the furious: for the pure authentic driving thrill.



**What is it?** A high-resolution interactive video site staging the bright and sleek Hyundai Genesis Coupe.

**Wow!** The view, the sound, the feeling. Creating a sensory illusion, the Hyundai site is a small step away from a driver's perfect world. Through the various split screen views, you can have the full kick of how it feels to be driving the Hyundai Genesis Coupe, from inside as well as outside perspectives. On the website you can feel the speed, this beauty can take you to.

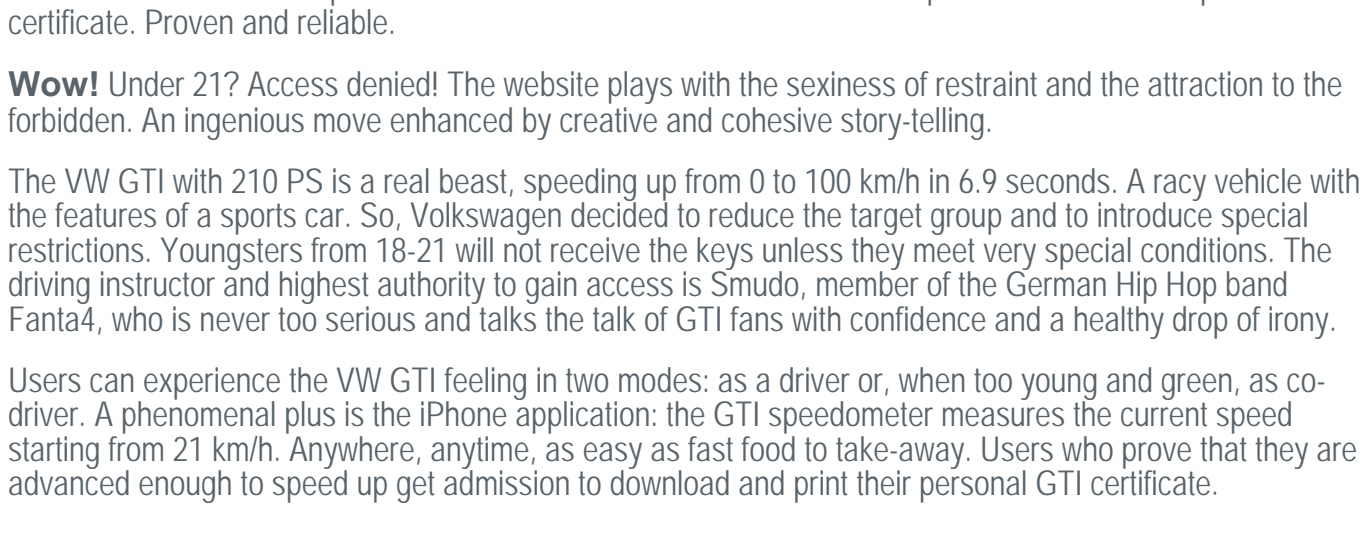
Far beyond the regular 360° view, the yellow beauty performs a real action spin highlighting all the technical features. An Adobe collaboration provides you with a tool to create your own 'live ride' and allows you to edit your very own Genesis drive to experience full emotion in every detail. Thirty seconds of custom-made video spot creations. Thirty seconds of pure speed, passion and adrenaline.

>> View Special

Release Date/Datum: 2009

## VW recommends: GTI for 21+ years only

Warning! The venturesome driving experience for advanced GTI lovers.



**What is it?** An online special for the new Golf GTI. The first website to provide users with a speed certificate. Proven and reliable.

**Wow!** Under 21? Access denied! The website plays with the sexiness of restraint and the attraction to the forbidden. An ingenious move enhanced by creative and cohesive story-telling.

The VW GTI with 210 PS is a real beast, speeding up from 0 to 100 km/h in 6.9 seconds. A racy vehicle with the features of a sports car. So, Volkswagen decided to reduce the target group and to introduce special restrictions. Youngsters from 18-21 will not receive the keys unless they meet very special conditions. The driving instructor and highest authority to gain access is Smudo, member of the German Hip Hop band Fant4, who is never too serious and talks the talk of GTI fans with confidence and a healthy drop of irony.

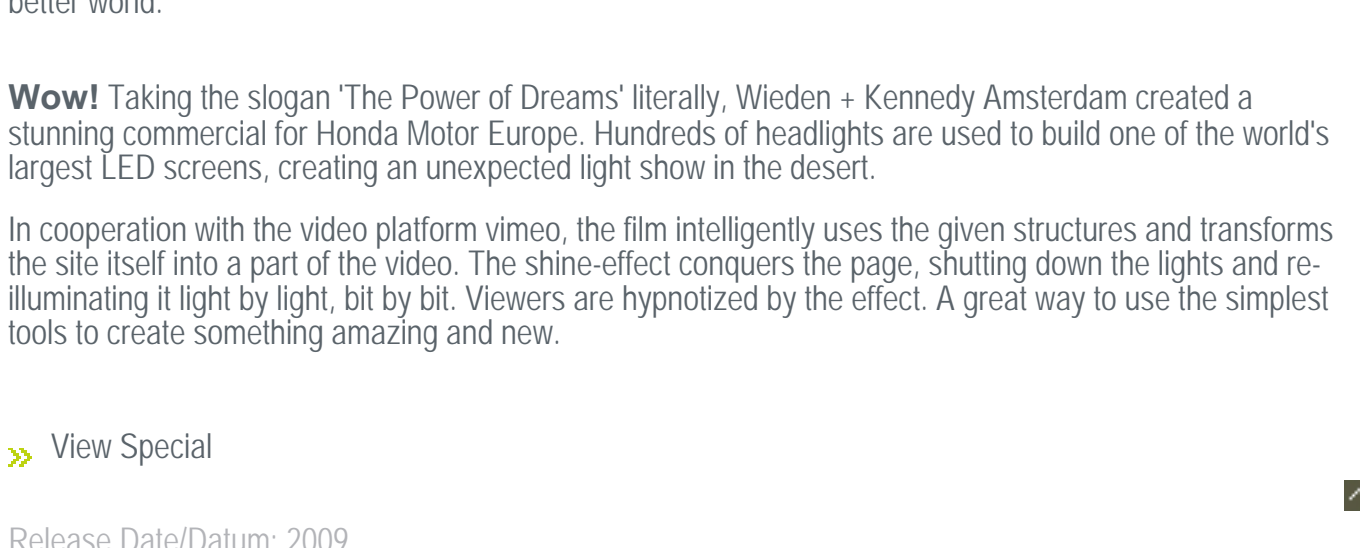
Users can experience the VW GTI feeling in two modes: as a driver or, when too young and green, as co-driver. A phenomenal plus is the iPhone application: the GTI speedometer measures the current speed starting from 21 km/h. Anywhere, anytime, as easy as fast food to take-away. Users who prove that they are advanced enough to speed up get admission to download and print their personal GTI certificate.

>> View Special

Release Date/Datum: 2009

## Honda Insight

Let it shine.



**What is it?** A poetic and highly artistic commercial for the affordable hybrid car Honda Insight and for a better world.

**Wow!** Taking the slogan "The Power of Dreams" literally, Wieden + Kennedy Amsterdam created a stunning commercial for Honda Motor Europe. Hundreds of headlights are used to build one of the world's largest LED screens, creating an unexpected light show in the desert.

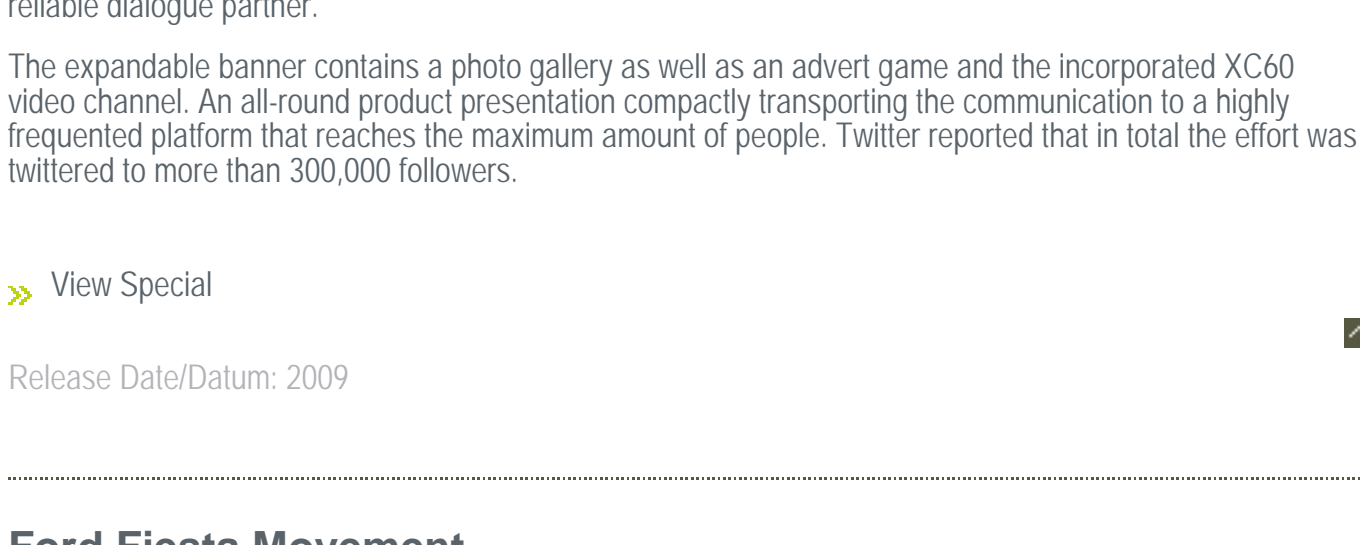
In cooperation with the video platform vimeo, the film intelligently uses the given structures and transforms the site itself into a part of the video. The shine-effect conquers the page, shutting down the lights and re-illuminating it light by light, bit by bit. Viewers are hypnotized by the effect. A great way to use the simplest tools to create something amazing and new.

>> View Special

Release Date/Datum: 2009

## The Volvo Twitter Ad

It's springtime. Can you hear the birds singing?



**What is it?** Integrated banner merging YouTube and Twitter services.

**Wow!** A multi-faceted product experience using the Twitter application to keep users updated about the new XC60. Live and direct. Particularly remarkable is the personal communication with the tweet followers delivering relevant answers and comments to the user's questions. The car itself becomes human-like and a reliable dialogue partner.

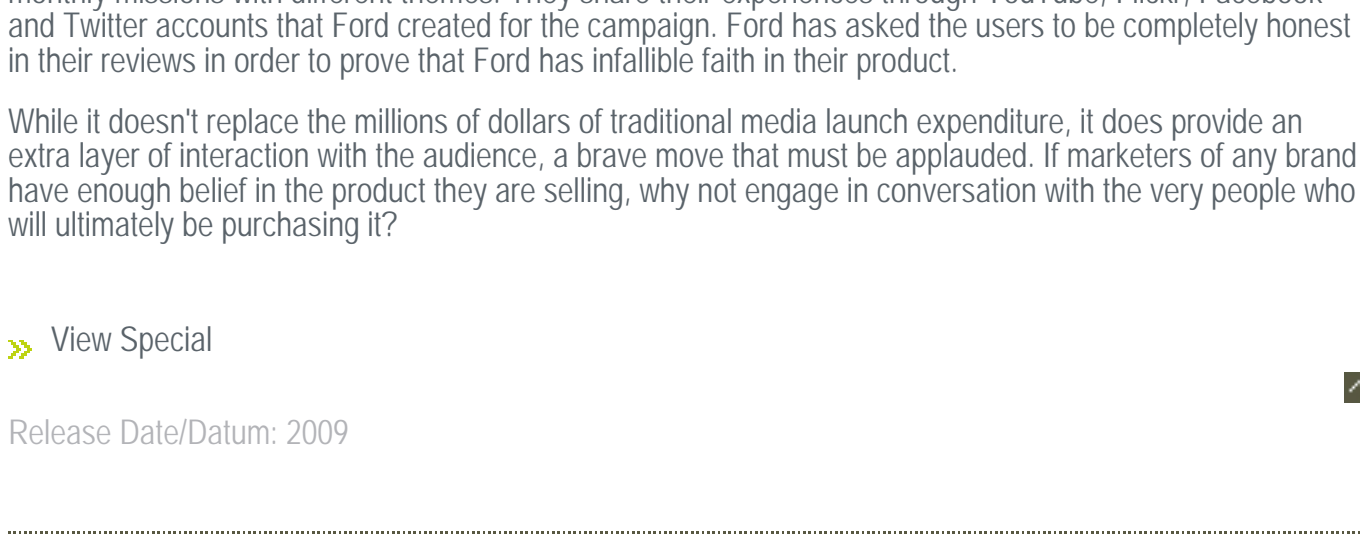
The expandable banner contains a photo gallery as well as an advert game and the incorporated XC60 video channel. An all-round product presentation compactly transporting the communication to a highly frequented platform that reaches the maximum amount of people. Twitter reported that in total the effort was twittered to more than 300,000 followers.

>> View Special

Release Date/Datum: 2009

## Ford Fiesta Movement

Social media as the one and only driving force.



**What is it?** A social media program documenting 6 months of the real and authentic behind-the-wheel experience of 100 agents.

**Wow!** In an aggressive social media program that goes far beyond what Ford has done in the past, the company has recently handed 100 Fiestas to 100 web fanatics in the target demographic group, selected from over 4,000 applicants. These agents get to use the cars for six months in exchange for completing monthly missions with different themes. They share their experiences through YouTube, Flickr, Facebook and Twitter accounts that Ford created for the campaign. Ford has asked the users to be completely honest in their reviews in order to prove that Ford has infallible faith in their product.

While it doesn't replace the millions of dollars of traditional media launch expenditure, it does provide an extra layer of interaction with the audience, a brave move that must be applauded. If marketers of any brand have enough belief in the product they are selling, why not engage in conversation with the very people who will ultimately be purchasing it?

>> View Special

Release Date/Datum: 2009

## 02 Automobil Ticker

The **automobile ticker** informs you of the changes and innovations on German and American online portals of the competitors BMW and Mercedes Benz, based on a regular and systematic screening of these portals.

bmw.de

- >> save your configured car to the virtual garage and upload it to your mobile phone
- >> moments of liberty with the X3
- >> have an ex ante view into the concept car '5er Gran Turismo'
- >> no more changes on the product pages

bmw.com

- >> expression of joy – the Z4 as 300 horsepower lightning
- >> The all new 7 Series micro site in full screen HD
- >> no more changes on the product pages

mercedes-benz.de

- >> Racing Silver with Mercedes Benz motor sports
- >> no more changes on the product pages

mercedes-benz.com

- >> experience the MB brand at 'Mercedes Benz Lifestyle'
- >> no more changes on the product pages

## 03 Big Brands

### Puma Lift

Empty your pockets and dress light.



**What is it?** Humorous web special for Pumas lightest shoe.

**Wow!** The simplicity of the communication and the pureness of the presentation are quite striking. By placing objects on a scale, users understand right away how extremely light the shoe is. The objects add a certain sense of the bizarre to the atmosphere as you can pick up items such as a porno tape, sardines or a house arrest ankle.

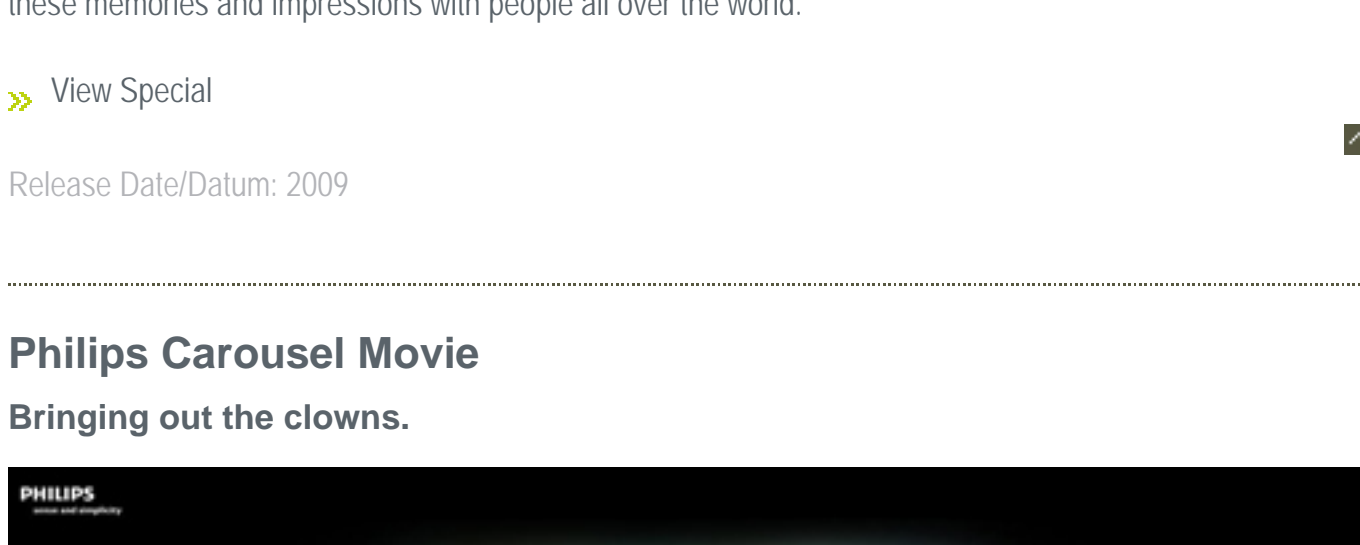
In addition, HD video clips show the shoe in full detail. The cohesive mood and setting as well as the smooth navigation and transitions create an impressive product experience. Perfectly accompanied by an artistic video showing a light dance performance. Quoting the slogan "Light injected footwear" and playing with the double meaning of the word 'lightness' (light weight and light projection). Stunning.

>> View Special

Release Date/Datum: 2009

## Nokia viNe

The web made by hand.



**What is it?** Mobile web 2.0 application and geo tagging for the new Nokia N96.

**Wow!** Nokia viNe transforms the cell phone into a mobile diary, creatively using the newest technologies and merging them into a useful and inspiring tool. While walking, running, dancing, jumping, swimming, flying or driving, the tool records the user's activity and automatically geo tags all the videos and photos taken. The music played is also attached to the exact location the person has been.

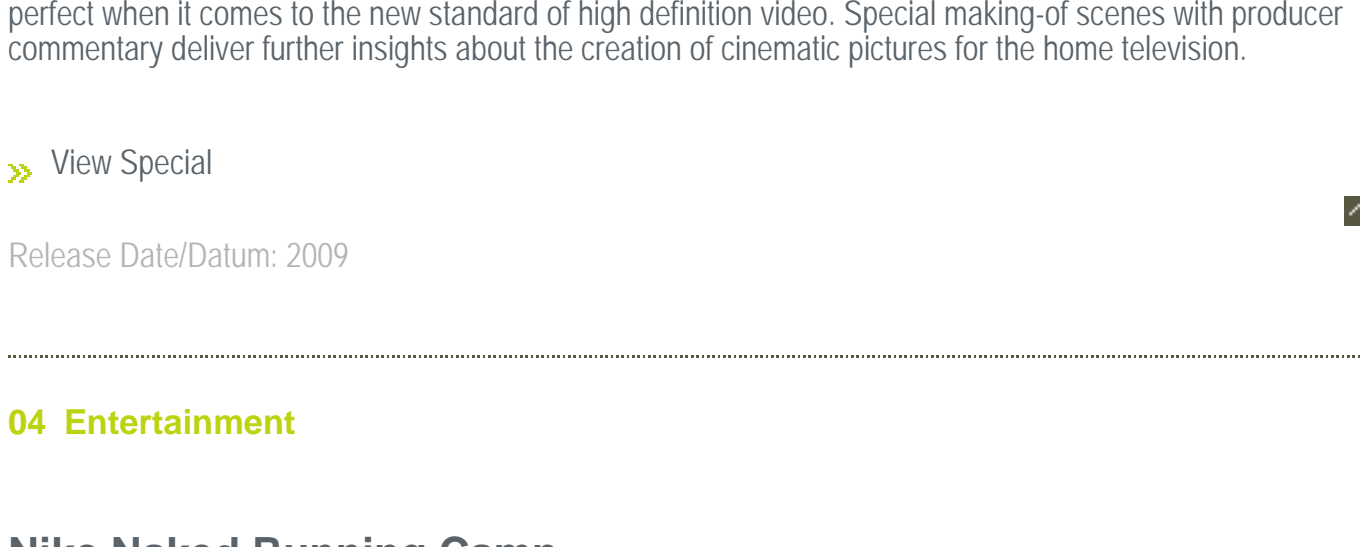
A unique journey is created combining images, sounds and locations. Every hotspot represented by oh-so-lovely plants blossoming alongside the path, or the so called viNe. A clever way to digitalize life and to share these memories and impressions with people all over the world.

>> View Special

Release Date/Datum: 2009

## Philips Carousel Movie

Bringing out the clowns.



**What is it?** Action! The world's first cinema production video.

**Wow!** Splinters of glass, beams of light, bursts of flame. For their newest campaign, Philips produced a movie that demonstrates the HD effect by freezing not just a frame but an entire movie. Every tiny bit becomes visual.

In a carousel video experience the user goes through every scene, realizing that every detail has to be perfect when it comes to the new standard of high definition video. Special making-of scenes with producer commentary deliver further insights about the creation of cinematic pictures for the home television.

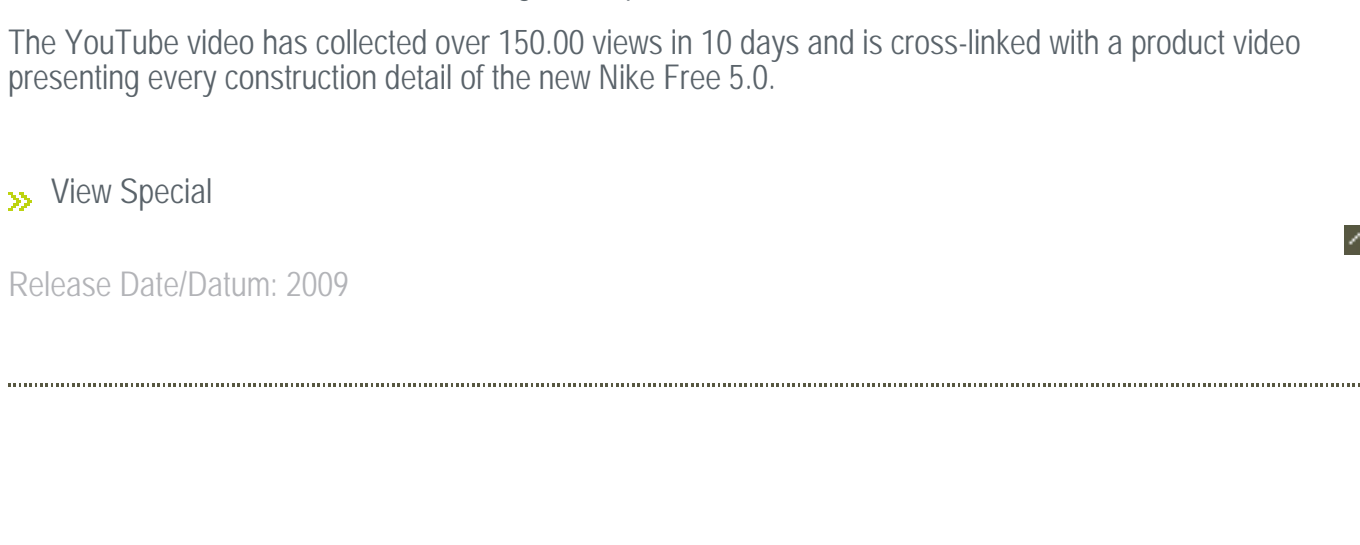
>> View Special

Release Date/Datum: 2009

## 04 Entertainment

### Nike Naked Running Camp

It's all about super natural running. And don't forget the sunscreen!



**What is it?** Viral for the new super lightweight Nike Free

**Wow!** Sports celebrity testimonials present the advantages of the new Nike Free convincingly and with full bodied attitude! The unconventional Nike Naked Camp prepares runners for the greatest success, the best advantage, leaving out all unnecessary weight, allowing them to run as fast as is at all possible. Real ambassadors for a new belief and training technique.

The YouTube video has collected over 150,000 views in 10 days and is cross-linked with a product video presenting every construction detail of the new Nike Free 5.0.

>> View Special

Release Date/Datum: 2009

## **Für weitere Informationen:**

Alina Hückelkamp

Neue Digitale / Razorfish GmbH  
Stralauer Allee 2  
10245 Berlin

Tel: 030/2936388-28  
Fax: 030/2936388-50

[trendletter@neue-digitale.de](mailto:trendletter@neue-digitale.de)  
<http://www.neue-digitale.de>

© 2008 Neue Digitale / Razorfish GmbH