



Audi

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What happens when a carmaker with a comprehensive understanding of branding and a progressive philosophy hooks up with a corporate identity agency like MetaDesign? Audi's success story offers a perfect illustration. The two longtime partners define and pursue brand management as a strategic process. This definition keeps Audi from resting on its laurels. In keeping with the spirit of its brand, it has formulated a common goal for the coming years: "taking the lead" in the international market for premium car brands.

In 1994, the carmaker laid the strategic foundation for the success of the Audi brand. MetaDesign translated the newly defined brand mission into a new brand experience, ensuring a unified visual identity from point of sale to the corporate website. This work set the stage for a change of image. Over the next few years, Audi's clear visual strategy and matching products enabled the company to establish itself in the market for luxury cars.

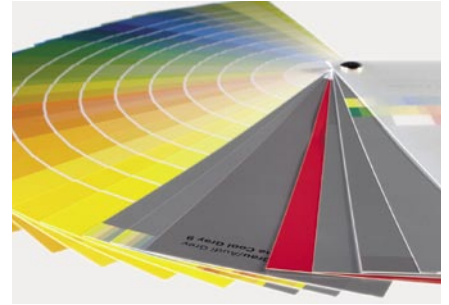
Audi has continued to analyze the positioning and potential of its brand. Like the products themselves, the Audi brand has not rested on its laurels but set itself new goals. MetaDesign has provided conceptual and creative support for this strategic process, working on over 1,000 individual projects. The profound understanding of the brand that the agency has acquired over the years has enabled it to continue to provide impetus with its own ideas. The MetaDesign project team has its finger on the pulse of the Audi brand.

**“Vorsprung durch Technik”:
entering the premium segment**

Audi repositioned itself in the mid-1990s when it recognized that a clear separation from Volkswagen would benefit its brand. With new products, it anticipated changes in customer groups. Models like the A8 were designed to appeal to the targeted group of top earners.

MetaDesign visually communicated Audi’s new positioning. Through the new corporate design program and the content and tonality of communication media, Audi and MetaDesign expressed the brand values that were valid at the time—human, leading, visionary and passionate. The brand slogan “Vorsprung durch Technik” (A lead through technology) took on a new dimension.

The partners were successful in giving the brand greater emotional appeal. Product lines were continually enhanced to deliver on the brand promise. In combination with these products, the new visual design permanently changed the company’s image: Audi was able to establish itself successfully in the premium market.



Throughout the world, the logo, corporate typeface and color palette define the company’s visual identity across all applications.



MetaDesign helped restructure Audi’s intranet. The user-oriented content structure and a consistent front end were important developments.

The corporate design portal, which is updated on a daily basis, provides users with the full range of corporate design guidelines created for Audi.



Moving beyond traditional corporate design media, MetaDesign supported brand identity design at car-racing and sponsorship events.

"Taking the lead"

A more focused brand for the future

After successfully gaining a top position in the premium segment, Audi now wants to take the lead worldwide. The carmaker began by redefining brand values in 2003 in order to differentiate itself more clearly from competitors. From the two previous mission statements (one for the company, the other for products), Audi articulated a single brand mission with three central values: sportiness, progressiveness and sophistication. With this new brand positioning, the company wants to carry out its mission of "taking the lead."

MetaDesign adapted all aspects of brand identity—from internal communications and advertisements to implementation strategies at dealerships—to reflect its more focused brand mission.



"One brand. One look. Everywhere."

For traditional advertising and Audi partner ads, MetaDesign created an independent visual style and a consistent layout principle to serve as a basis for integrated communications.

An advertisement for Audi Art Night. The top half shows two silver Audi cars, a sedan and a hatchback, parked on a dark surface. The Audi logo is in the top right corner. Below the cars, the text reads "More valuable than ever." and "Come attend the Audi Art Night. Art may be a matter of appreciation, but not when it comes to the new Audi A3. Its combination of aesthetic design and sports dynamics leaves no room for debate. It simply satisfies every wish." Below this, there are two columns of car specifications: "Audi A3 TDI" and "Audi TT Coupé 1.8". At the bottom, there is a yellow banner that says "Audi Art Night on May 9, 2005, from 06:00 to 08:00 p.m." and contact information for "John Doe, Audi Dealers".

Audi

More valuable than ever.

Come attend the Audi Art Night. Art may be a matter of appreciation, but not when it comes to the new Audi A3. Its combination of aesthetic design and sports dynamics leaves no room for debate. It simply satisfies every wish.

Audi A3 TDI
Mileage: 20,000 km, Registration date: 05/05,
Performance: 90 kW, 5-speed, 1-speed, Silver metallic
€ 199,-
AutoCredit Rate

Audi TT Coupé 1.8
Mileage: 18,000 km, Registration date: 05/05,
Performance: 140 kW, 1st and 2nd Gear metallic, heated front seats
€ 209,-
AutoCredit Rate

John Doe, Audi Dealers
10, Any Street, 12345 Anytown, Tel. 030 890 99 002, Fax 030 890 99 003, www.audi.co/partner/doe

"Taking the lead": MetaDesign developed a film and a brochure to present the expanded architecture concept.



Following the logic of the brand

Brand image emerges from the interplay between company, product and myth. Audi embraces this principle: employees have thought and acted progressively since the company was first founded, and they love the idea of proving themselves in competition. This philosophy shapes the carmaker's products. Audi drivers have come to expect this of Audi products—in their eyes, it is what the Audi brand stands for. Brand management and optimization are just as progressive as the brand. Audi remains true to itself.



Company



Product



Myth

1990 | corporate mark + product mark



today | Audi brandmark



Audi is a monolithic brand. MetaDesign developed a brand architecture that creates a clear hierarchical relationship between the brandmark on the one hand and the subsidiaries, business lines and products on the other. Everything that is produced or sold under Audi's name—and every event it organizes—contributes to the efficacy of the brandmark and increases the value of the brand.

Business fields, services and offerings

AUDI AG	Audi A6	Audi Zentrum Muster	Audi Bank
Audi Service	Audi Partner	Audi Leasing	

Product names and combined terms

Audi FSI	Audi multitronic	Audi telematics	Audi chorus
Audi allroad quattro	Audi logbook	Audi adaptive light	

Image-building activities

Audi design	Audi collection	Audi Sport
Audi driving experience	Audi Forum Ingolstadt	

“We want to continue to win market share as an attractive brand that impresses customers with its products; as a distinctive brand whose clear image is appreciated; as a consistent brand that speaks the same language everywhere; as a confident brand that conveys trust and continuity; as an emotive brand that wins hearts and minds—in other words, as Audi.”