

The great cover-up with Audi's exclusively digital ad campaign

Ad focus

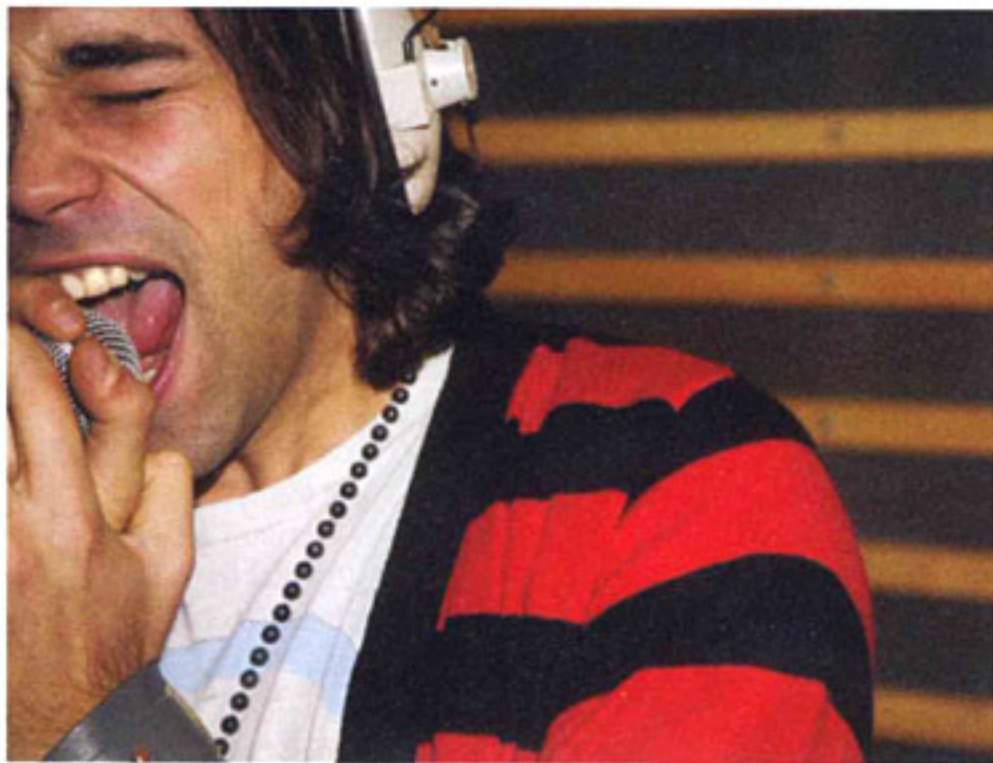
A slew of contemporary artists including X-Press 2, Amp Fiddler, The Motorettes and Apartment (pictured) will sit at the core of a new branded content campaign to promote the new Audi TT car.

The new initiative, entitled TT Remastered, brings together the car manufacturer, Leap Music and BBH and has resulted in 10 current acts recording cover versions of classic songs. These are being incorporated into a range of digital content and will be made available via the TT Remastered website, www.ttremastered.com.

The recordings will be included in podcasts, online games and music mixing applications, all of which will serve to highlight the Audi TT model as a classic brand.

Leap Music managing director Richard Kirstein, a pivotal member of the campaign's development, says, "The goal was to make the new Audi TT feel like an icon reinvented and one way to do that was through music."

All of the tracks featured will be streamed online and available to



purchase digitally and will include a version of Tainted Love by Coco Electrik and The Motorettes performing the Kim Wilde hit Kids In America.

Kirstein says Audi have directed all their efforts to the digital campaign. Online content will include a downloadable game and a series of podcasts presented by Jo Whiley featuring behind-the-scenes footage of the recording process. In addition, U-Myx software is

featured on the site, allowing users to take track samples, remix them and upload their own versions.

"Going forward, you are going to see brands moving into a space where they don't just make 30-second ads, and forward-thinking music people will find ways to embrace that and make it work," says Kirstein. "It's about finding ways to interact with your audience via the platforms in which they are spending the most time."