

Audi in TT music campaign

By Jeremy Lee

Audi has put digital at the heart of the launch plans for its latest TT, which goes on sale next month.

The marque's ad agency, Bartle Bogle Hegarty, kicked off a search for music acts to produce podcasts for the campaign in September (*Marketing*, 27 September).

BBH's music division, Leap, has been negotiating with publishers and record labels to source content for the 'TT Remastered' campaign, which will also be available for music-mixing applications.

The first of the 14 tracks, which can be downloaded this week, is a version of the Soft Cell song *Tainted Love* by Coco Elektrik. Other songs



Audi: 'TT Remastered' activity will offer 14 tracks for download

will be released periodically. The launch of the tracks will be supported by marketing initiatives based on the remastered theme. They include an interactive driving game, which can be downloaded from ttremastered.com; podcasts presented

by Radio 1 DJ Jo Whiley, featuring studio footage and interviews with the featured brands; and the opportunity to resample the music and upload them via U-myx.

The digital campaign will be supported later this year by press and online activity

driving people to the website.

Audi will also be running editorial partnerships with music titles across press, online, radio and TV platforms.

Among other bands producing versions of classic tracks are Amp Fiddler, Lucky Jim, Shuffle and The Motorettes.

Audi has a history of using alternative media to promote its models. In October 2005, it became the first marque to launch its own TV channel, when it unveiled Audi TV on the Sky platform.

Audi sold 89,494 cars in the UK last year – a rise of 3.6% on 2005, according to the Society of Motor Manufacturers and Traders. This gave it a market share of 3.6%.