

# 7awi

## SOLUTIONS

## SPOTLIGHTING THE NEW AUDI A5 IN THE MIDDLE EAST

### Objective

- Generating awareness in the GCC and Levant of the all-new Audi A5 Coupe and Sport back arriving in the region, while at the same time generating inquiries at AUDI dealerships.
- Drive awareness with an emphasis on the car's impressive exterior design, powerful engine and luxurious elegance.

### Solution

- Run product awareness campaigns across 7awi, focusing on Audi's target audience in the GCC+ Levant, mainly targeting Arabs Turbo and Alqiyady.
- Run CPC campaigns using multiple formats in order to generate leads.
- Focus on high impact ad solutions, using native ads, interactive video formats, (in read, pre rolls).
- Use content marketing, posting articles on ArabsTurbo & Alqiyady plus 7awi's social network.

### Results

- Achieved total of **16,214** clicks and **1,092,290** impressions.
- Average **1.48% CTR** for the Overall campaign.
- In Read Video ad, achieved an average of **65% Video View Rate**, **55% VCR (Video Completion Rate)** and **.87% CTR**.

