

# Case Study Audi

**Project:** 4.1" Video in Print® Media Kit and Consumer Mailer

**Client:** RAPP Agency

**Brand:** Audi A7 Sportback



**Challenge:** Audi was preparing for the Australian launch of its super sleek and luxurious A7 Sportback. Audi needed a high profile media kit and consumer mailer to deliver an informative message in a stylish and innovative way. The launch campaign was titled “Imagination meets Engineering” and Audi needed a marketing communication piece that lived up to that designation.

**Solution:** Audi and its agency RAPP Sydney partnered with Americhip to produce a sleek and sophisticated mailer featuring Americhip’s patented Video in Print® technology. Housed in an opaque PET envelope, the VIP mailer has the image of the human brain on the cover with the title phrase “Imagination”. When opened, consumers see how the brochure does in fact marry imagination with engineering as Americhip’s proprietary 4.1” LCD screen is embedded on the inside spread.

An innovative introductory animated video shows the A7 being constructed, part by part. Consumers can play two additional videos, one focused on “what it takes to become an Audi” and one focused on the specific features and benefits of the new A7 Sportback. The Video in Print direct mailer and media kit proved to be a truly experiential marketing piece—one that gives consumers the closest thing to an actual test drive.

**Signs of Success:** As the first Video in Print® Media Kit ever used in Australia, the unit created quite a stir in the media, on television, on blogs and in newspapers.

*“It was one of the best Direct Mail pieces I have ever seen -innovative and beautifully finished.”*

Audi Brand Manager

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