

Audi @ Formula E

After a highly successful era in classic motorsports, Audi has managed to tackle the challenge of the new Formula E series with flying colors.

At FIA Formula E Berlin ePrix, Audi presented their brand identity and electrified solutions to the visitors, among them many families and children, creating a distinct connection between Audi e-tron and Audi Sport. The design by PLANWORX allowed for the needs of the heterogeneous target group with a large variety of interaction opportunities. After the 2018 setup included a prototype of the brand's first fully electrified series model, in 2019 the Formula E platform was used to promote the actual launch of the Audi e-tron.

2019 saw another first: the communicative combination of the worlds Audi e-tron and Audi Sport, with their respective proprietary design language. PLANWORX's task was to combine these worlds by addressing their varying target groups plus the formula E fans through an attractive, brand-consistent and digital setup.

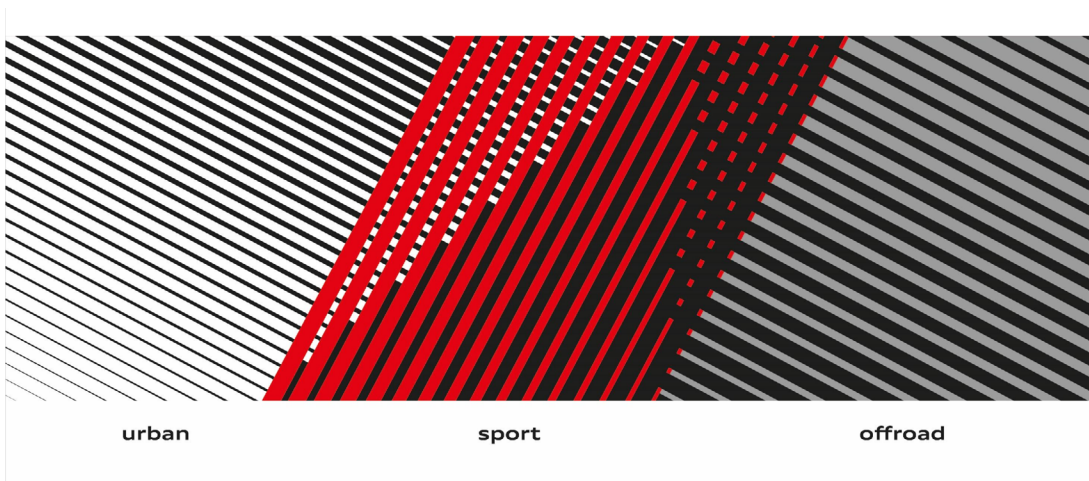
DESIGN MARKENKOMMUNIKATION



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Due to the existing and planned Audi model range, the AG does not need a clear separation of these two areas any more. PLANWORX managed to find a smooth integration of the new, bold and striking Audi Sport design language with its actual pictures and progressive red, and Audi e-tron's driver-centered classical campaign, with clean, sustainability-infused imagery.

PLANWORX used the stripes Audi integrated in their campaign communication to maintain the closeness to the brand and to build a connecting visual element between Audi e-tron and Audi Sport. This element was superimposed like a grid over the entire Audi area @ Berlin ePrix.



5 cars – two e-tron quattro production vehicles, the Pebble Beach 2018 concept car, e-tron Vision GT and e-tron FE05 were showcased in their respective worlds and enhanced through tailor-made activity modules. These modules were focused on brand and product experience rather than pure fun.

The Pebble Beach 18 zone was a mix of e-tron and Audi Sport, a series concept closely related to the e-Sport e-Foil. e-tron quattro was staged as digital pioneer through the VR experience. e-tron quattro symbolized new mobility in relation to the micro mobility area – the e-tron Scooter concept. The LED wall showed a Formula E livestream and created a connection to Di Grassi's winning racecar FE05.

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Apart from various racing-, street- and concept cars, particularly the showcased Audi concept e-Foil caused a stir – the teaser footage, which was shot right at the start of the ePrix on the Spree river, made the audience’s hearts beat faster and Instagram clicks soar.

On an area of 700 m², the boldly designed booth at the e-Village on Tempelhofer Feld provided information, interaction, and edutainment for e-motorsports fans of all ages. Due to the smart design of the setup it was possible to reduce the sub-structure - and therefore the produced waste - to an absolute minimum.

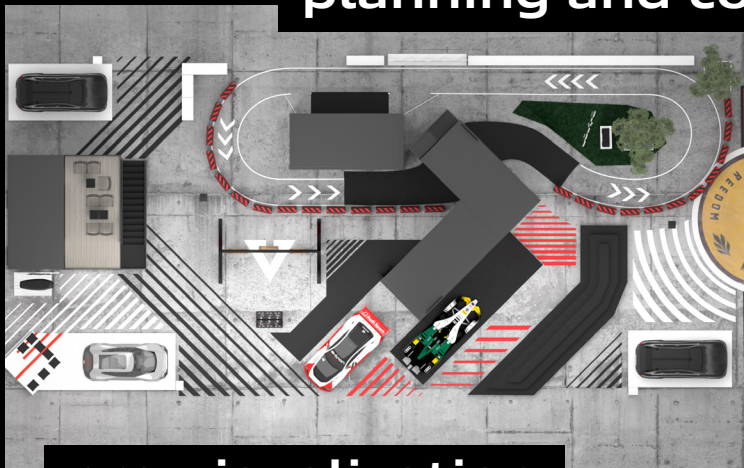
The Audi show stage and the large LED-Wall, which was used for proprietary content and the race broadcasts, secured a high visitor frequency at the booth. Tape art accentuated the container setup with its many screen panels. The openly designed booth layout proved to be very inviting, foregoing “Closed Room” vibes in spite of the sophisticated look and the seminal technological showcases.

The created brand world heightened the perception of the brand, its products and its thematic world through various activation modules. A 60m e-tron Scooter test parcours took the riders on a lap underneath the booth and a show container and made them experience this fun, and brand-new supplement to the Audi’s mobility range. The VR experience made the visitors take a breath-taking virtual ride on the e-foil – an electric surfboard prototype – across the river Spree. A sensor-enhanced actual surfboard base and a wind machine completed the immersive experience. From water to tarmac: the Gran Turismo race seats turned visitors into velocity hunters. The rider of the fastest lap won a DTM fan package including access to the Audi Thrill Zone at one of the German DTM races.

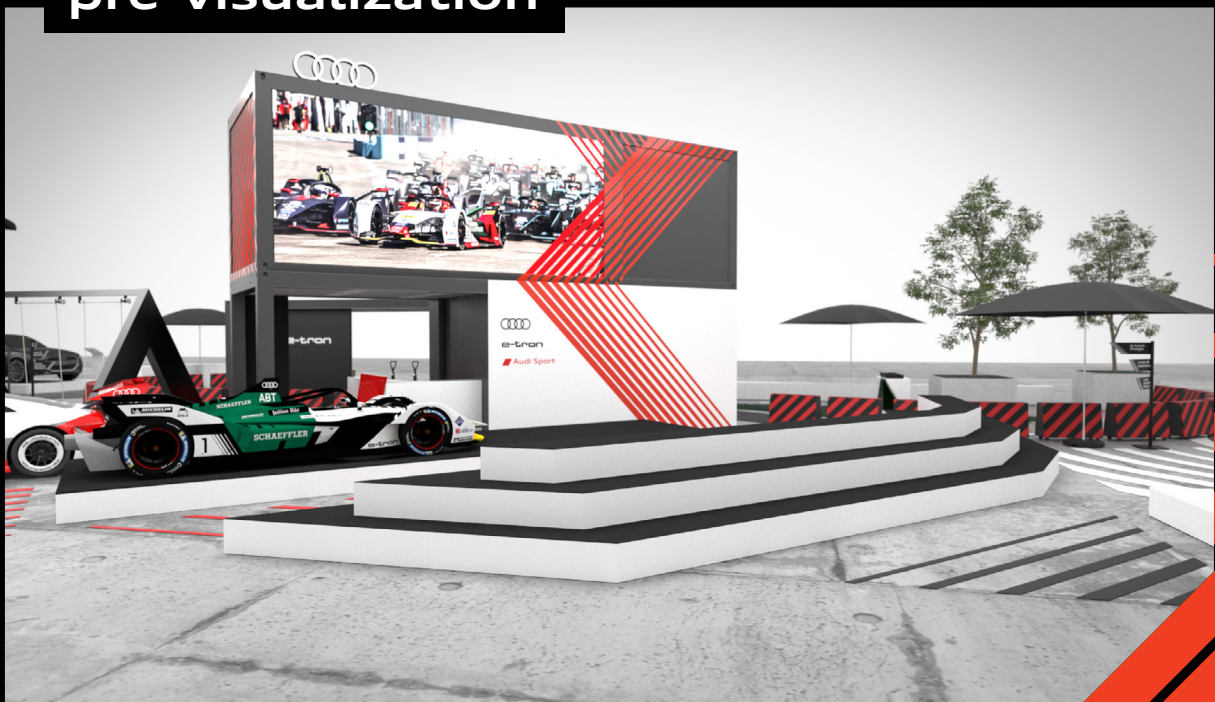
As a world premiere straight from PLANWORX’s creative vaults, the e-Swing got the guests going: with their swings they generated power and get real-time feedback about their speed and the time it took them to recharge the virtual battery. Naturally, the subsequent race winner Lucas di Grassi and his team colleague Daniel Abt dropped by for a pre-race autograph signing, and meet and greet session, before the musician Andreas Bourani took his turn in the exclusive Audi Vision GT race taxi and on the digital Race Seat. Sustainable farewell present such as seed bombs and glass “Soul Bottles” secured lasting memories of a successful event.



planning and concept stage

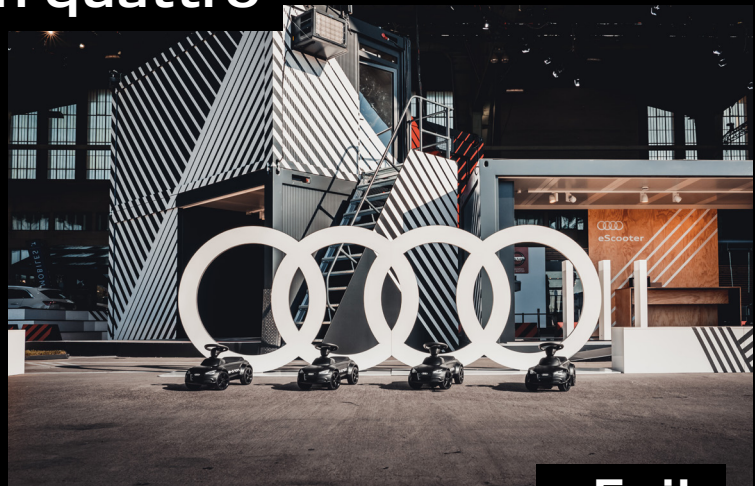


pre-visualization





e-tron quattro



eFoil





PB 18



eFoil

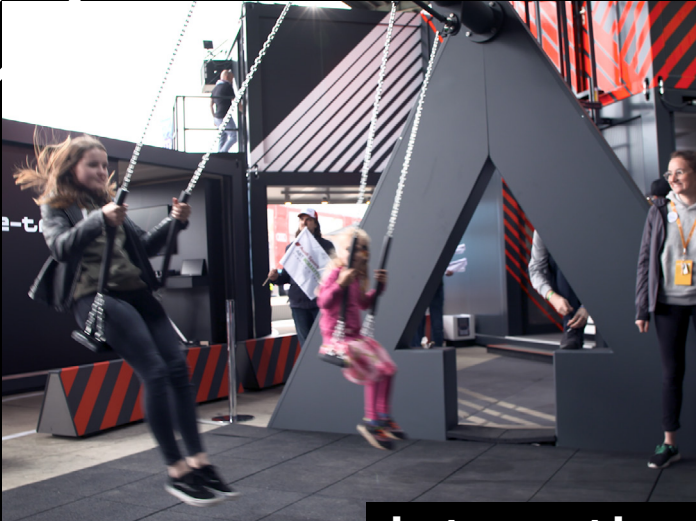


e-scooter parcours



FE05 racecar





interactive e-swing



Vision GT



eLounge