

# Invibes generates engagement for Audi through innovative formats

For the release of the new Audi RS e-tron GT, Invibes deployed innovative in-feed formats that reflected the technological prowess and aesthetics of the brand. These enriched formats helped develop awareness and engagement towards Audi.

## Context

On February 24, 2021, Audi launched a new 100% electric vehicle: the Audi RS e-tron GT. More than just a new model, the Audi RS e-tron GT reconciles the brand's innovative DNA with its ambition to build the future of premium mobility.

The challenge for the digital campaign developed by Invibes was to assert this innovative, future-oriented identity through new and innovative in-feed formats that reflected the brand's style.

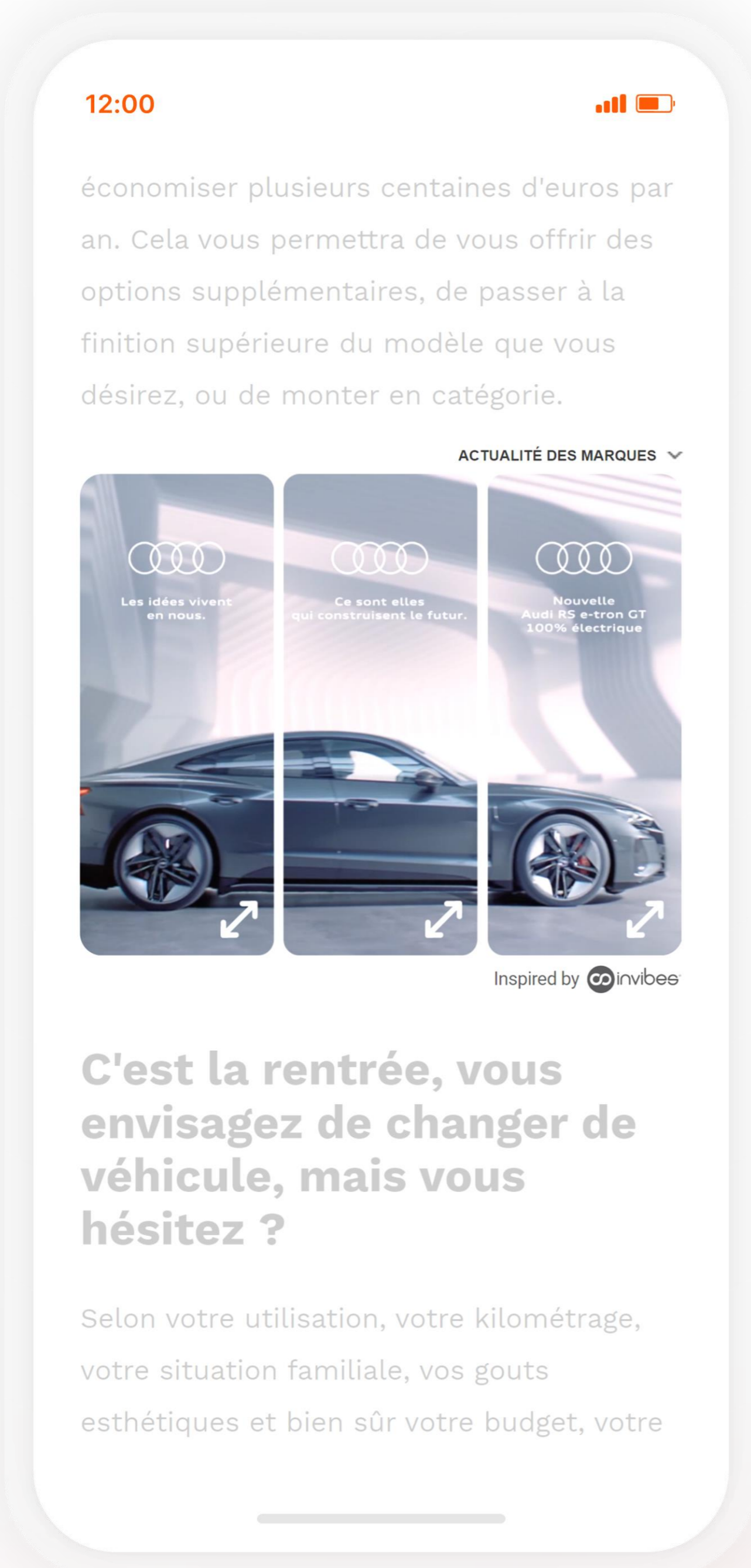
## Objectives: awareness and engagement

To meet this challenge, Audi and Invibes set themselves the goal of increasing brand awareness and engagement towards this new model through enhanced formats:

- Two interactive *Invibes Stories* ads.
- Two immersive *Invibes Cube* ads.
- One *Play Creative* video ad.

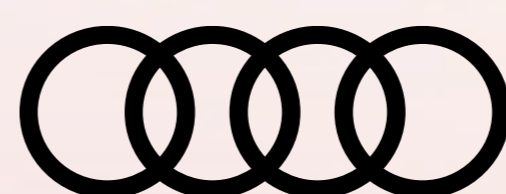
The *Invibes Stories* and *Invibes Cube* interactive formats have been designed to immerse the user in the Audi world, in particular by referring to brand platform content or to the signature of the new Audi e-tron GT quattro.

The *Play Creative* video format on the other hand, embodies the spirit of the brand and underlines the forward-looking vision of Audi's mobility.



**C'est la rentrée, vous envisagez de changer de véhicule, mais vous hésitez ?**

Selon votre utilisation, votre kilométrage, votre situation familiale, vos goûts esthétiques et bien sûr votre budget, votre



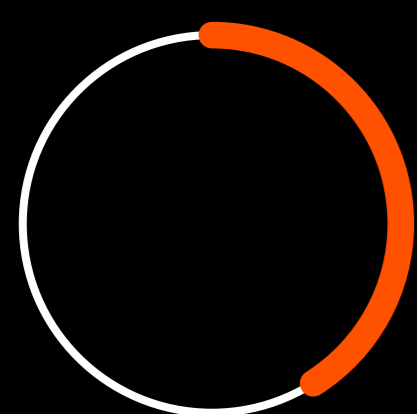
# Result: a successful aesthetic campaign

Thanks to the innovative and effective formats, Invibes and Audi met their goal.

The *Invibes Cube* and *Invibes Stories* formats generated a click-through rate of 0.4% while the IAS viewability rate reached 78%, well above the average benchmark viewability rate.

As for the *Play Creative*, the CTR was 0.4%, and the IAS viewability rate was 82% (once again higher than the average viewability rate of the benchmark). The VTR was exceptionally high: 79% compared to a minimum of 50% for a 15-second video on average.

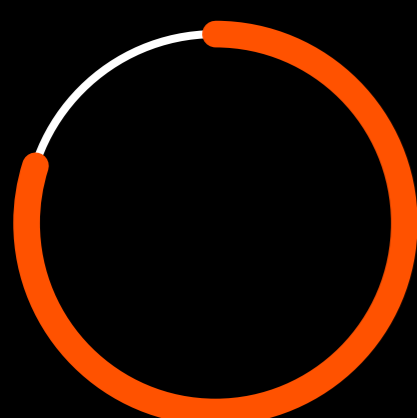
These results confirm the increase in awareness and engagement towards Audi thanks to the innovative and aesthetic formats that reflect the brand image.



**0.4%**  
CTR



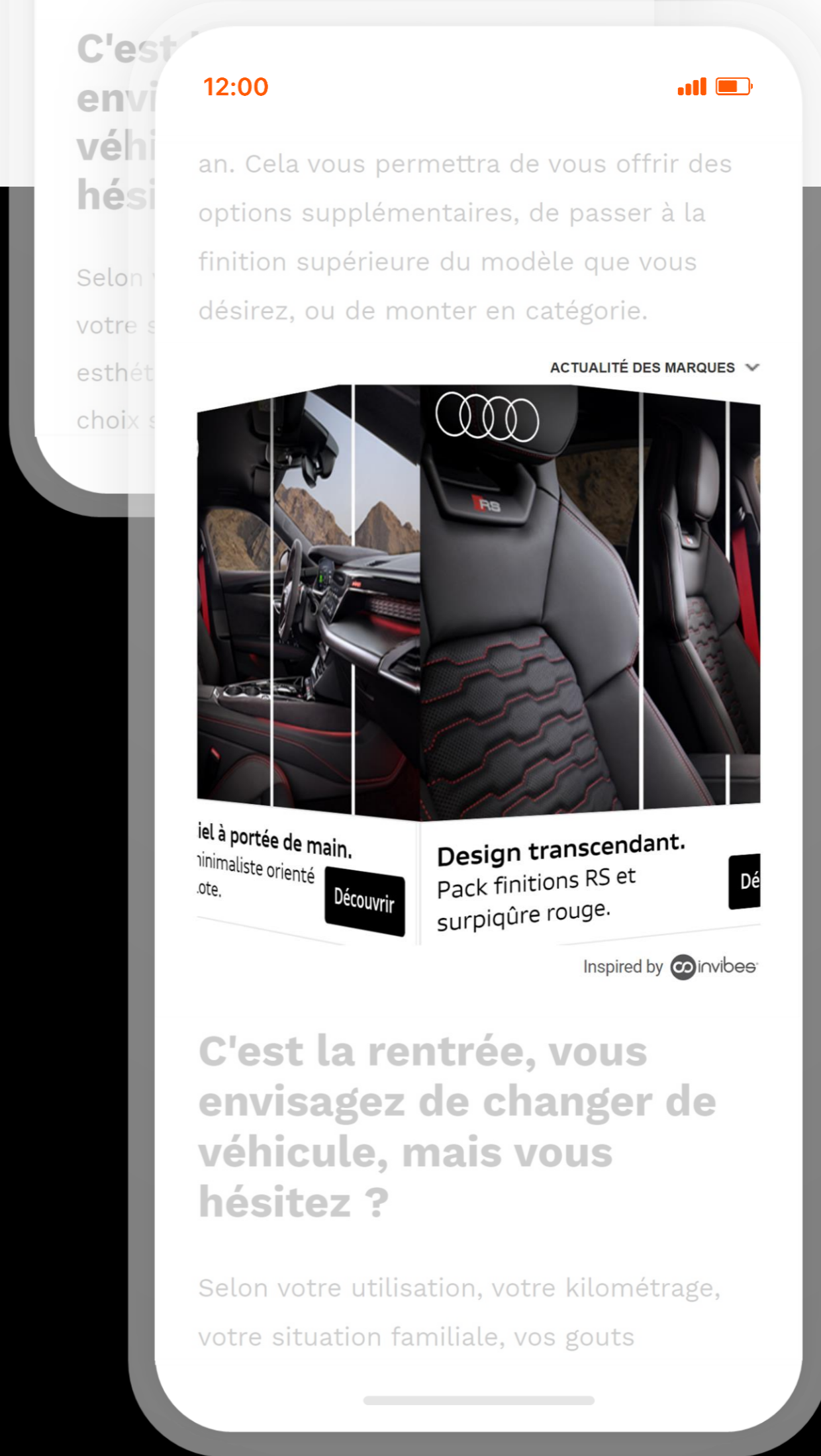
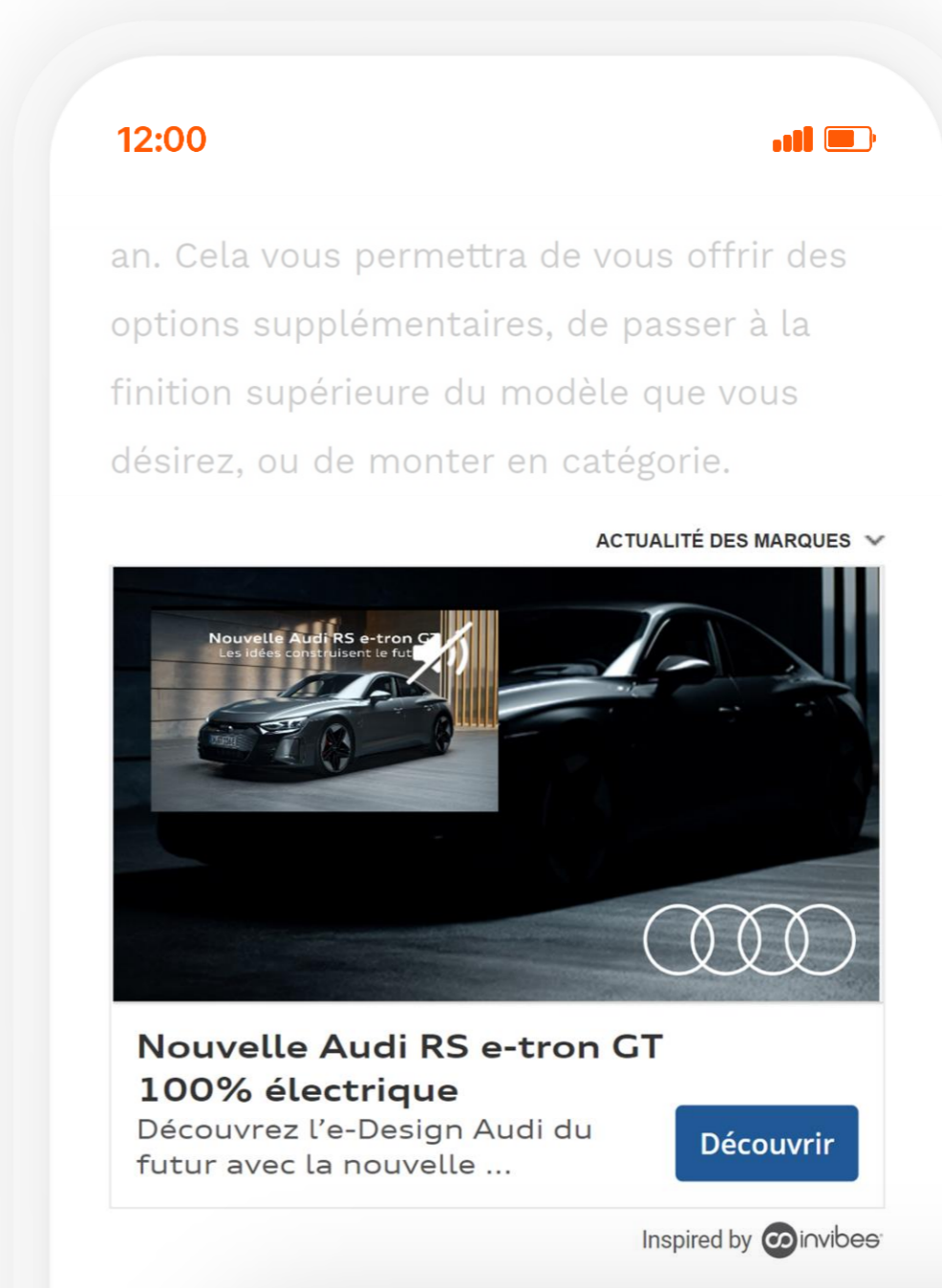
**78%**  
IAS viewability  
rate for the CPM  
campaign



**82%**  
IAS viewability  
rate for the CPVV  
campaign



**79%**  
VTR



**in-feed your brand**