

Drive your individuality.



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target audience

For the Audi Company:

Upper Middle class or Upper class social groups between the ages of 30 to 50 years old.

For the A1:

26-50 year old upper middle class to upper class social groups who are thriving in their careers

how to reach them

- *social media influencers*
- *Youtube and TV advertisements*
- *print ads*
- *instagram stories*
- *collaboration with Project Runway*



SWOT

Strengths:

- Technology and Engineering
- Brand name
- Products
- Design

Weaknesses:

- Diversification
- Promotions and Communications

Opportunities:

- Target Emerging Markets
- Innovate for Mature Markets

Threats:

- Limited Markets
- Threats in luxury cars
- Risks of international markets
- Competition

influencers

Verizon 3:10 PM 58%

< jamesbwhiteside ...

 2,281 posts 182K followers 356 following

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James Whiteside 
Dancer
Principal Dancer, @abtoofficial, NYC 
Inquiries: jamesbwhiteside@yahoo.com
Agent: jeffrey@qmanagementinc.com
www.dragqueenmerch.com/collections/james-whiteside
Followed by kameronmichaels, laganjaestranja, ageofaquaria + 3 more

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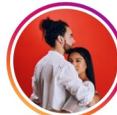
  

Verizon 3:10 PM 58%

< ustheduo ...

 125 posts 950K followers 4 following

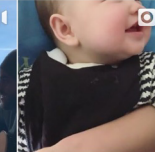
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Us The Duo 
Musician/Band
business inquiries: us@ustheduo.com
youtu.be/df-KhCbBNZg
Followed by colleen, lauriehernandez, zachdoesnthaveaninstagrm + 8 more

 **IGTV**
2 videos

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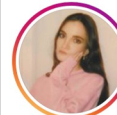
  

Verizon 3:11 PM 57%

< jessicakobeissi ...

 1,611 posts 452K followers 394 following

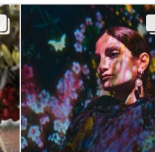
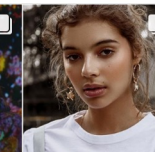
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j.ko 
Photographer
youtube.com/jessicakobeissi
Followed by tylergust10 and ohlittleasianone

 CONFESSI...

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Verizon 3:10 PM 58%

< andy.dxn ...

 1,125 posts 42.5K followers 990 following

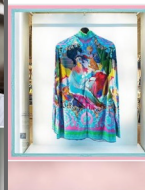
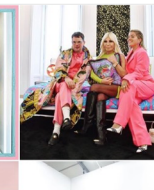
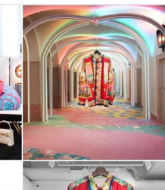
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Andy Dixon 
Artist
Los Angeles
andydixon.la/
SEE TRANSLATION

 NY Opening

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drive your individuality...

@jesscakobeissi does

*in her **Audi A1.***





drive your individuality...

*@ustheduo does
in their **Audi A1.***





drive your individuality...

*painter @andydixon does
in his **Audi A1.***



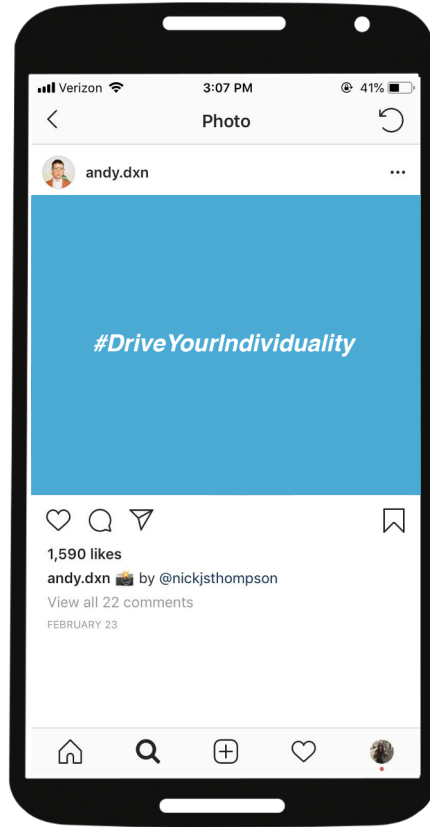
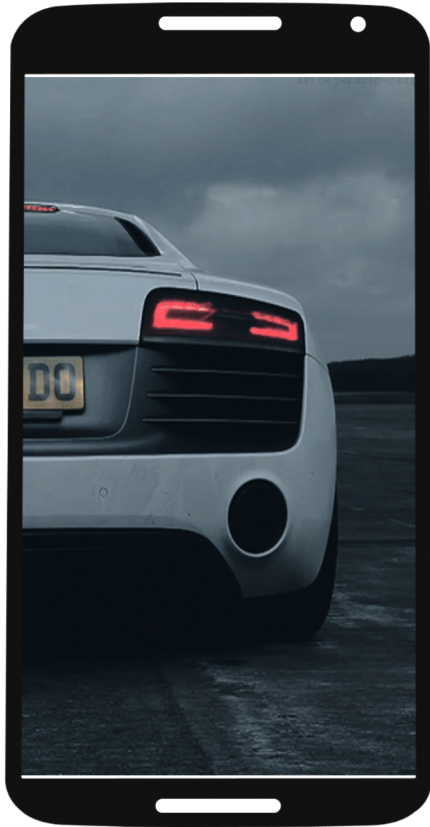


drive your individuality...

***dancer @jamesbwhiteside does
in his Audi A1.***



social media



Social Media Promotion

#MyAudiA1

#DriveYourIndividuality



#myAudiA1



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in your Audi A1*



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...



Amanda Lauro
@AmandaLauro2

Tweets
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Drive your individuality.

#AudiA1



53



203



1.4K



Promoted

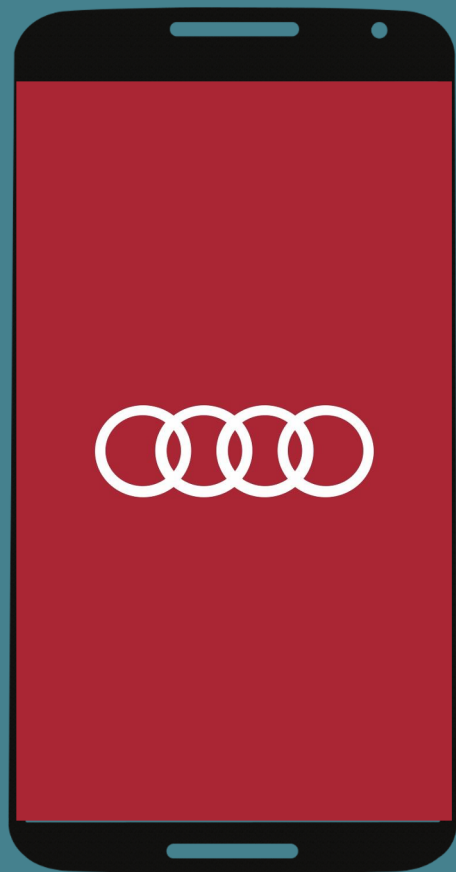
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a lil spring cleaning 🌿🍓





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Location of Parking Availability

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in their **Audi A1.**



#DriveYourIndividuality