

Audi appoints BBH and IBM to launch new digital brand experience

London, UK - 19 Feb 2019: BBH will be tasked with re-imagining all digital touchpoints, while IBM iX will take responsibility for the digital transformation of all Audi channels. The two agencies will work together under one roof as one team for maximum agility, working closely with Antony Roberts, Audi UK's Digital Manager.

In 2018, BBH and Audi took home the coveted Grand Prix at the IPA Effectiveness Awards. The winning paper demonstrated how the agency helped its founding client become no.1 for brand desire, sell more higher spec cars and grow three times faster than the market.

Benjamin Braun, Marketing Director of Audi UK, says: “We have eighty seven thousand visits every day to audi.co.uk. It is our biggest showroom by far. Our aim is to create a digital experience that will be as beautiful and intelligent as our cars to meet the high expectations of our customers. BBH has deep understanding of how to bring our brand to life, while IBM is synonymous with technical excellence. Working together, we will deliver digital experiences with style, elegance and Audi charm.”

Ian Heartfield, Chief Creative Officer of BBH London, says: “For 37 years, BBH has built the Audi brand with comms alone. Now we get to take it to the next level by bringing the same level of BBH creativity and craft to the total Audi brand experience.”

Debbie Vavangas, IBM iX UK Lead, says: “IBM iX is thrilled to join forces with Audi, as one of the most prestigious brands in the world begins a journey of digital reinvention. We will be working together at the intersection of strategy, creativity and technology in order to kickstart an innovative transformation. This is an exciting partnership, in an exciting industry, at an exciting time.
