



OMAZE – Changing the world

2019 is poised to have one of the biggest movie events ever—Avengers 4.. In addition, Audi is set to launch its biggest most technologically advanced vehicles ever—Audi e-tron. Audi is part of the film and Captain Marvel will play a key role.

We propose, launching a contest with Omaze, a charitable organization that works with celebrities to create once-in-a-lifetime experiences to help raise money for a variety of causes. We would film a short call for entries with the e-tron and Brie Larson (Captain Marvel), to show how you don't have to be a superhero to change the world. The winner would get shuttled to dinner and the Avengers 4 premiere in an Audi e-tron with Brie herself.

People then donate to gain entries into the contest, with all donations benefitting Girls Inc., a nonprofit organization that encourages girls to be strong, smart and bold. In addition, every donation gains entries and small token, based on amount donated.

Why is this fearlessly forward?

- ▶ Smart and strong female superhero (character is a airforce pilot)
- ▶ Ties to Audi's #DriveProgress initiative
- ▶ Ties into STEM causes
- ▶ Lets Audi fans donate to help make the world a better place and further supports Audi's position as an optimistic, bold and purposeful brand



Augmented Reality Conquest

As technology continues to advance, augmented reality is becoming a useful tool in marketing. In this idea, we propose finding those individuals in competitive vehicles, as well as those on the Tesla's waiting list, and targeting them with a direct mail experience that would prompt individuals to place their competitive vehicles' key fobs on the piece and view through their phones. Their key fob transforms into a virtual Audi e-tron, which they can view from every angle, move inside and even drive the vehicle, all without downloading an app.

Why is this fearlessly forward?

- ▶ It conquers competitive audiences directly
- ▶ It utilizes technology in a very fun and innovative way
- ▶ Allows people to see the vehicle firsthand without seeing it in person



Autonomous Augmented Reality Course

People are still wary of autonomous vehicles, so we propose taking over a parking lot during South by Southwest to create an Augmented Autonomous experience that has never been done before. People would pile into the Audi Q7 and start taking a ride through the course. But the windows of the vehicles are actually screens, playing out an augmented experience. Imagine, seeing Iron Man wage battle and the vehicle swerves around falling debris, or perhaps, dinosaurs stampede in front of the vehicle and it stops on a dime. We would be, in essence, creating an augmented, autonomous theme park- esque ride to demonstrate to people the abilities of the autonomous vehicle at one of the largest conferences for technology and entertainment in the world.

Why is this fearlessly forward?

- ▶ To our knowledge, no one has done this before
- ▶ It utilizes technology in a very fun and entertaining way
- ▶ Shows off the unique abilities of autonomous vehicles

Field Trip to Mars inspiration:

<https://vimeo.com/167788423>