

# Creativeland Asia To Steer Audi In India

*Appointed lead creative agency after a multi-agency pitch beating agencies with multinational setups.*

Nirbhay Taneja | Delhi | July 16, 2010



Just after winning two metals at Cannes Lions this year, Creativeland Asia strikes the creative mandate for most reputed car manufacturer and multinational brand 'Audi'. The German luxury car manufacturer has appointed Creativeland Asia as the lead integrated creative agency for Audi in India including the prestigious Audi A8 launch. In addition to this, Creativeland Asia has also been awarded the digital business for Audi.

The win has come followed by a multi-agency pitch. According to the sources, Creativeland Asia emerged as the clear winner beating agencies with multinational setups. Sources have estimated the account size in the region of Rs. 20-25 crore.

The incumbent agency on the account is Grey Worldwide which will continue to manage part of the business.



Clemens Ollmert

“Audi has garnered a significant space in the minds of the luxury car buyer in India today and is increasingly gaining in awareness and reaching out to a wider audience. We hope that this new partnership with Creativeland Asia will further fuel our marketing communications strategy and enable us to communicate the “Audi way” in India” said **Clemens Ollmert, Head Marketing, Audi India.**

Creativeland Asia will be responsible for delivering an integrated 360-degree campaign for the launch – from television, to web to social media. And will be supervising brand Audi across events, CRM, on-ground promotion and retail.



Sajan Raj Kurup

An elated winner **Sajan RaJ Kurup, Founder & Creative Chairman, Creativeland Asia** says, “I have been dreaming of working on this car brand for a while. This is a great moment for Creative Independents in India. I’m extremely delighted that a prestigious multinational brand like Audi has placed immense faith in Creativeland Asia.”

The Audi model range in India includes Audi A4, Audi A6, Audi A8, Audi Q5, Audi Q7, Audi TT and the super sports car Audi R8. The entire Audi model range is available across the country: in Gurgaon, Chandigarh, Delhi, Pune,

Ahmedabad, Bangalore, Hyderabad, Kochi, Kolkata, Mumbai, Jaipur, Chennai and Ludhiana.  
Further developments include Mumbai South, Lucknow, Coimbatore, Surat and Indore.

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