

# Provantage Events and the next big Audi A1

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In celebration of the highly anticipated arrival of the Audi A1, a number of adrenalin-fuelled events and parties were held around the country last month. Provantage Events were proudly commissioned to manage the Audi AreA1, the Dealer and Brand Ambassador parties, and the Audi Underground Advanced Driving Experience on a track that was fast and exhilarating!



The fun and unique Audi A1 Advanced Driving Experience saw a section of the underground parking at the Melrose Arch being transformed into an uber cool racing track complete with carefully planned skid, delightful hairpin bends and an area for authentic handbrake turns. The public, dealers and prospective clients were safely taken through this hair-raising Audi A1 experience by a squad of dedicated professional drivers.

Provantage Events managed six events in Johannesburg, including the Audi A1 brand ambassador announcement party which was MCed by Trevor Noah and attended by glamorous A-List celebrities such as Jo-Anne Strauss, Somizi, Prime Circle and all of Joburg's who's who.



To give the campaign extra traction and additional creative flair, a gallery of the finalist student photographs from the A1 student competition of "Finding the A in SA" competition was constructed and displayed - some real gems indeed.

"During the 26-day national campaign across Johannesburg, Durban and Cape Town, we highlighted the technological edge of the Audi A1 by bringing in new technology of our own, including 3D holocubes and fun interactive floor projections," says Dom Smith MD of Provantage Events & Experiences.

The campaign created talking points with all stakeholders, both internal and external, and traded on the cool factor that epitomises the Audi A1 brand which is sporty, sophisticated and progressive. Great attention to detail was pulled through all aspects of the campaign, including the food, décor and signature A1 guest cocktails, making for a multi-layered motoring and lifestyle brand experience that delivered on all marketing and promotional fronts.



"We are most proud to have played our role on this multiplayer team that successfully launched the Next Big Audi in SA, it was a fast and furious project just like the Audi A1!" concludes Dom Smith, MD of Provantage Events.

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