



Gone in **5.0** sec.

Vorsprung durch Technik **Audi** 

We were briefed to launch the New Audi R8 Coupé online in South Africa and show off the car's best feature: 0 – 100km/h in 3.5 seconds.

We noticed that people only watch 5 seconds of a YouTube ad before skipping it.

So, we took a media space that people stop engaging with after 5 seconds and used this time limit to prove how fast the new Audi R8 Coupé can accelerate.

Plus, if you skip a YouTube commercial before the end...it's free. So we paid almost nothing to launch the new Audi R8 online.

