

## ADVERTISING WAR BETWEEN BMW&AUDI

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**Abstract:** The article investigates the development in advertising between two big car concerns - BMW and Audi. In this article it is explained what ways the companies act to be the best in their business. The article shows good strategy for people to be interested in these companies.

**Keywords:** BMW, Audi, Advertisement, competition, marketing, public relations, War, competitor, fight for customers.

Have you ever thought about advertising as a way of battle? What effects can advertising war result in? Is it true that competitors hate each other so much or it is just a game, where each party can show what they have got? So this article is an attempt to make a research about one of the best ways of promotion, and it is called "Combat", especially a combat between car giants. Many people are in the course of running an advertising war between BMW and Audi, but only a few remember how it all began. The materials for this investigation are based on information from the Internet.

Promotional war was declared by BMW in 2003. The first attack was made by the Mercedes Company: The hungry cheetah BMW X5 hunting for zebra Mercedes ML.

The last decided not to keep silent. Next was the following: "a Mercedes can also bring driving pleasure".

Then it was the turn of other "Shark" is attacking the jaguar.

British prim, poised on the brink of survival, decided to leave without a pang of attention. (Рекламные войны между автомобилями. Эпизод первый [сайт]. URL <http://www.adline.by/journal/creative/2104>)

The next victim of the attack became an old rival - Audi: It all started with prints BMW: auto giant "cute" congratulated Audi won the contest "Car of the Year-2006" in South Africa, signed the "winner" machine world "-2006.

Audi could not leave unanswered such insolence. Audi did not hide the offense, making a poster, with response: "Congratulations to BMW for Winning World Car of the Year"-2006. "From the Winner of Six Consecutive Le Mans 24 Hour Races 2000-2006".

Perhaps all this would have finished, but the other manufacturers decided to intervene in this war. Subaru coquettishly congratulates "Ladies", signed: "Well done to Audi and BMW for winning the beauty contest. From the winner of the 2006 International Engine of the Year".

The third in this story was not superfluous. Subaru announced that BMW and Audi - well done, win beauty contests, but the "Subaru", meanwhile, has become the best in the International Engine 2006 (best engine).

But the most solid answer was given by the same British.

To translate and to comment this poster, that silently puts the full stop in this amusing argument, suppose, is not required. (Рекламная война Audi и BMW: другие нервно курят [сайт]. URL <http://www.drive2.ru/users/mihail520i/blog/288230376151861693/>)

Since then, the war subsided a bit, until in 2007, when Audi introduced the Russian market a modern innovation - Russified GPS-navigator.

In response, the entire army of BMW advertising without any reasons, said: "While other translated navigation, we've made the best engine in the world".

Audi responded advertising their trademark quattro all-wheel drive system. "This is what happens if you don't have Quattro".

But BMW had the perfect opportunity to answer: “THIS is what happens if you HAVE Quattro”.

In 2009, advertising became more daring and frank - for the delight of fans.

The next round of confrontation in the United States was marked by the release of a billboard with the calling Audi slogan "Your move, BMW!"

Of course, advertisers from the BMW could not be unanswered. Seek help from a local advertising agency Juggernaut Advertising, BMW is doing the same "The Knight" by posting their BMW M3 billboard with the slogan «Checkmate» right in front of the shield Audi on the opposite side of the street.

In response, Audi, without spending a lot of time, suffered a game to another level a few days later, by setting another billboard beside with exotic Version R8 and the inscription: “Your pawn is no match for our king”.

But as a place for billboards was ended, at first glance, it seemed that the game was over. But there it was! BMW "hung" blimp with the illustration of BMW F1 and the words "Game Over" by tying it to the billboard Audi R8. (Войны брендов: Audi против BMW [сайт]. URL <http://mediablender.com.ua/2011/06/brandwars-cars/>)

One can only guess that it will be able to come up with Audi, but no one doubted that the answer will follow. Although the Bavarian manufacturers have long since moved to the individuals, imagine that the opponent will counter so "bold", hardly anyone could have imagined. Moreover, it is addressed to the marketers rather than consumers.

This time Audi portrayed their pride on a billboard - R8, and next signed “Time to check your luxury badge. It may have expired”.

It should be recognized that the R8 - a bold and daring decision that M3 fight will not be easy. However, we will wait for a response from BMW.

Ordinary consumer would seem that the warring brands are ready to tear each other's throats, but in fact, this confrontation is devoid of every kind of wickedness. On the contrary, there is a lightness, enthusiasm and subtle humor. In the end, winning the fight for the attention of the buyer effects creativeness, the level of exposure is much stronger than conventional advertising. There are no losers - their share of fame and attention snip off each. "Friendly Party in advertising chess", it could be called so.

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