

**Description:**

June 24th 2018 is a historical date: from this day on, women in the Kingdom Saudi Arabia will be allowed to drive.

The women of Saudi Arabia are now empowered to drive – and to enjoy their lives with more independence within society in the Kingdom. The film „Doors“ stages these new possibilities in a charming way: we see a married modern Saudi couple and experience how the new role allocation and equality applies in everyday life.

**Creative asset 1:**

Online video: Audi Doors Long form: 71”

Language versions: English (intern.), Arabic

Vehicle specs and colours: Audi A5, S-line, Silver Grey Metallic, 2017

**Questions:****Why did we choose to create this commercial?**

June 24th 2018 is a historical date: from this day on, women in the Kingdom of Saudi Arabia will be allowed to obtain their driver’s license and drive.

Audi wants to celebrate this day together with the Saudi Arabian women who will now enjoy more opportunities to enjoy life in the Kingdom.

We took the element of opening a door as a metaphor for accessing the world of Audi and the new female independence

**Why is Audi promoting this topic?**

Audi is celebrating the new royal decree, which is seen as another step towards the empowerment of women in Saudi Arabia.

Therefore Audi is dedicating this short film to this female group, which of course we are now officially like keen to welcome as potential Audi drivers in the future.

We are looking forward to developing our relationship with this the new group of female customers who will drive in their country and enjoy life, we hope, with the next new range of Audi models.

**Where was the film produced?**

The film was produced in Casablanca, Morocco. The main reason was that at the time the film was produced we had to choose a country where women were legally allowed to drive.

**Who produced the film?**

The film was realized with Nacho Gayán and produced by Stink Berlin.

**Why did we choose this opening scene?**

We wanted to open the story within a familiar atmosphere of the married couple. Both are getting ready in their dressing room and start their journey towards their car.

**How did we make sure that everything looks authentic?**

For the video, Audi worked with experts from the Middle East and the Saudi Arabic Audi team. From the outset, the film has been scripted and created as suitable for release in the Saudi Arabic social media world. That's why we worked hand in hand with our Regional Office in Dubai and their associated Arabian partners to make an authentic Saudi Arabian film. Critical to the success is the respect towards equal rights and to ensure it was suitable to post on their social media channels. The film was released on the evening of 23rd June to be trending for the morning of 24th June and also to maximize the opportunity of interest in the KSA soccer game on June 25th.

**What kind of clothes are the couple wearing?**

Both protagonists wear traditional Saudi Arabic dress with a modern twist. The woman is wearing a modern Abaya with a headscarf. The man is wearing a traditional thobe with a shumagh.

**Why does the woman open the door for the man in the last scene?**

Audi wants to welcome women to the world of driving, we took the element of opening a door as a metaphor for accessing a new era of empowerment

**Suggested copy options to accompany the asset:**

**Primary:** Sometimes history is written. This time, it is driven. Audi welcomes women of Saudi Arabia to the driver's seat.

**Secondary (can be used in additional assets, such as shorter versions, or for repeat targeting):**

It's time to open new doors. It's time to take the wheel. Audi welcomes women of Saudi Arabia to the driver's seat.

**Hashtag options which can accompany the asset:**

#drivethechange

#newdoors

**The following should be included regardless of what the primary option may be:**

#saudiwomen

#saudiarabia

**Arabic hashtags of the above:**

**Customer care complaints:**

**In case of commentary online which may refer to local dealership service or queries related to product problems in the region, please utilize the following response:**

Dear xxx, thank you for your message. Our customer care team would like to hear from you, please utilize the following link to supply us with all of the details related to your query: <https://bit.ly/2Hoo9KZ>  
Many thanks. Your Audi team.