

KABC developed an innovative yet cost effective alternative to a conventional flagship store: Audi Flyer. AUDI Flyers are designed as small-sized boutique environments in prominent inner city locations that expose the Audi brand to high consumer traffic and encourage incidental visits. By renting (instead of buying) a standard-size store, cost is lowered while consumer traffic and exclusivity is increased. Conceptually Audi Flyer is the spatial equivalent to an information brochure, handed out on a one-to-one basis to invite individuals to a special event or to make them aware of something new. In reality, Audi Flyers are a global network of brand spaces in inner city areas, which are programmed according to Audi marketing efforts. They are small sized (300-500m²) client nodes exposed to high consumer traffic – encouraging incidental visits and enhancing public exposure. A curved façade exhibits a single automobile that is exposed to the public on the street, creating curiosity, immediate contact, and fascination. People can walk around the show-piece without physical barriers and with no obligation to enter the store. The display is flexible and changes on a weekly basis, encouraging frequent return visits.

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HIGH RETAIL TRAFFIC, HIGH IMPACT



A RETAIL EXPERIENCE WITH V.I.P. APPEAL

