



Turning Conversation into Conversion

How Razor Helped Audi South Africa Sell Cars in a Market That Wasn't Buying

In a highly strained economic climate defined by high interest rates, reduced consumer confidence, and intense pressure on premium vehicle sales, Audi South Africa faced a daunting challenge: how to reignite demand in a market trending downward.

Our solution? A razor-sharp earned strategy that turned a press release into measurable sales.

285

vehicles sold, the fastest sales cycle for any special-edition Audi in local market history.

188%

increase in leads (361 vs 125 average).

188%

increase in Email engagement up by 188%, showing deep messaging resonance.

44M+

people reached organically.

R8.2M+

earned media value, with a 6:2 ROI on PR content spend.

74%

of South African audiences reached, positioning the campaign in front of the right buyers.

THE CREATIVE PIVOT

Instead of defaulting to product specs and promotional noise, Razor repositioned the launch of Audi's locally-designed Black Edition and Urban Edition models as a conversation about why premium still matters, even when wallets are tight. This meant creating strategic content that sold aspiration, not just assets, and aligning this with Audi's AI-driven TTL campaign to unify earned and owned messaging.

EDITORIAL PRECISION MEETS COMMERCIAL INTENT

Razor's strategy hinged on low-volume, high-impact content. This meant just five expertly crafted pieces, including press releases and advertorial-style content for Visi Magazine, South Africa's premier design and lifestyle publication.

This was a media campaign that doubled as a business solution. It demonstrated the power of strategic PR to fill the space between awareness and action. With no celebrity partnerships, no massive media budget, and no physical product in-market, Razor showed that conversation, when crafted with intent, can become conversion.