



AUDI ON DEMAND

TRAVEL EXPERIENCE

REDEFINING LUXURY TRAVEL SOLUTIONS



PROJECT OVERVIEW



1. Why Audi On Demand Travel Experience?

- Combines **luxury vehicles with curated travel experiences.**
- Designed for **Adventure Seekers, Family Tourists, and Luxury Travelers.**
- **Focus Areas:**
 - Finger Lakes
 - Catskills
 - Hudson Valley

2. Key Benefits:

- Premium travel options tailored to different traveler needs.
- **Seamless booking** through the website/app.
- **Exclusive Incentives:** Discounts and offers for first-time users.





BUSINESS PLAN

AND STRATEGY



CORE STRATEGY

- **Partnerships:** Collaborations with upscale **hotels**, travel agencies, and tourism boards.
- **Integrated Platform:** User-friendly website/app for seamless **booking** and customization.



PRODUCT OFFERINGS

- **Premium Fleet:** Sedans (Audi A6/A8), SUVs (Audi Q7/Q8) and Sports Cars (Audi R8)
- **Travel Packages:** Scenic Drives, Guided Tours, Self-Drive Excursions



FIRST-TIME USER PROMOTIONS

- Discounts, complimentary upgrades, and special perks for new users.

SEGMENTATION AND TARGETING



GEOGRAPHIC FOCUS

- **Primary Markets:** New York City and nearby destinations:
- **Hudson Valley:** Scenic drives, wineries, and historic stops.
- **Catskills:** Adventure activities like hiking and skiing.
- **Finger Lakes:** Renowned for wine trails and serene lake retreats.



DEMOGRAPHIC SEGMENTS

- **Adventure Seekers (20–35):** Young professionals and explorers looking for flexible, offbeat experiences.
- **Family Tourists (35–50):** Parents seeking safe, comfortable, and enriching family trips.
- **Luxury Travelers (30–55):** Affluent individuals prioritizing premium and exclusive experiences.



PSYCHOGRAPHIC MOTIVATIONS

- **Adventure:** Thrill-seekers exploring rugged routes and hidden destinations.
- **Comfort:** Families prioritizing safety, relaxation, and pre-planned itineraries.
- **Exclusivity:** Luxury travelers seeking premium, tailored experiences.

PERSONAS



NAME	TYPE
Matty Nicolas 'The Glamorous Globe-Trotter'	The Aesthetic Voyager



Goals

- Seek out exclusive, luxury experiences that elevate their personal and professional brand.
- Share visually aesthetic and aspirational moments that inspire followers.
- Build collaborations with premium brands to expand their influence.

Quote

"Luxury isn't just a destination; it's how you arrive."

Background

Matty has built a successful career by curating and showcasing luxury experiences across social platforms. They work with high-end brands and tourism boards to highlight exotic destinations, premium stays, and luxury transportation. Every journey is carefully planned to align with their brand's aesthetics and storytelling style.

Demographic

Male 28 years

Manhattan, New York

Single

Social media influencer and luxury brand consultant

Income Level: \$250,000+ annually

Skills

Visual Storytelling

Brand Collaborations

Social Media Management

Motivations

- Exclusive, Instagram-worthy experiences that create content opportunities.
- Collaborations with premium brands like Audi for seamless, luxurious transportation.
- Luxurious comfort with elements of relaxation, such as spas, private dining, and chauffeur-driven cars.

Frustrations


- Lack of unique, curated itineraries tailored for luxury travelers.
- Transportation options that do not align with luxury aesthetics.
- Limited access to truly exclusive and bespoke experiences.

Technology

Channels

Browsers

NAME	TYPE
Stefan Harris 'The Scenic Wanderer'	The Adventurous Creator



Goals

- Discover off-the-beaten-path scenic routes to capture stunning visuals.
- Create unique, shareable content for Instagram and YouTube.
- Find flexible and budget-friendly travel experiences that allow exploration.

Quote

"Wherever the road takes me, my lens follows to capture the magic."

Background

Stefan works as a freelance photographer, balancing commissioned projects with personal exploration. He frequently seeks destinations that offer picturesque landscapes, outdoor adventures, and affordable travel. His travels focus on nature and storytelling through photography and short-form video content.

Demographic

Male 28 years

Brooklyn, New York

Single

Freelance photographer and content creator

Income Level: \$50,000/year

Skills

Content Creation

Social media engagement


Networking


Motivations


- Explore nature and discover scenic, less-explored locations.
- Capture moments that inspire his audience and expand his photography portfolio.
- Find travel opportunities that balance affordability and comfort.

Frustrations

- Lack of flexible, customizable travel packages.
- Limited options for affordable yet comfortable stays near scenic locations.
- Difficulty in finding reliable, scenic routes tailored for road trips.

Technology

Channels

Browsers

PRICING ***STRATEGY***



Ready to ride Audi on Demand?

Offers valid till December 31st , Hurry!!

BOOK YOUR AUDI STARTING \$199 !!

25% OFF ON YOUR FIRST BOOKING

VALUE-BASED PRICING

- **Daily Rentals:** Starts at \$199 for sedans.
- **Scenic Drives:** \$500 (2-day car rental + suggested stops).
- **Guided Tours:** From \$1,200 (includes lodging + curated experiences)

FIRST-TIME USER OFFERS

- 15%-25% Off first booking.
- Complimentary vehicle upgrades.

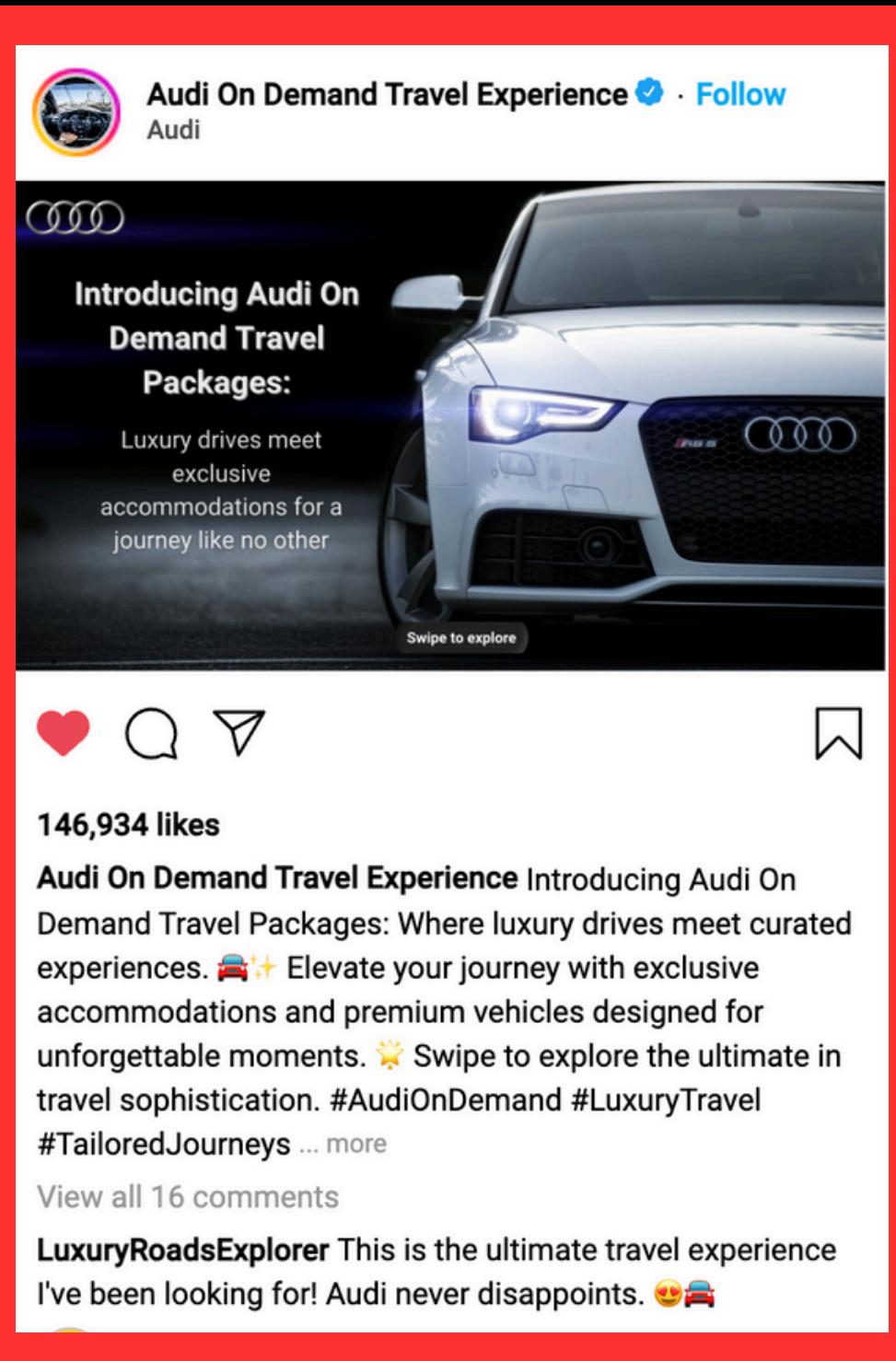
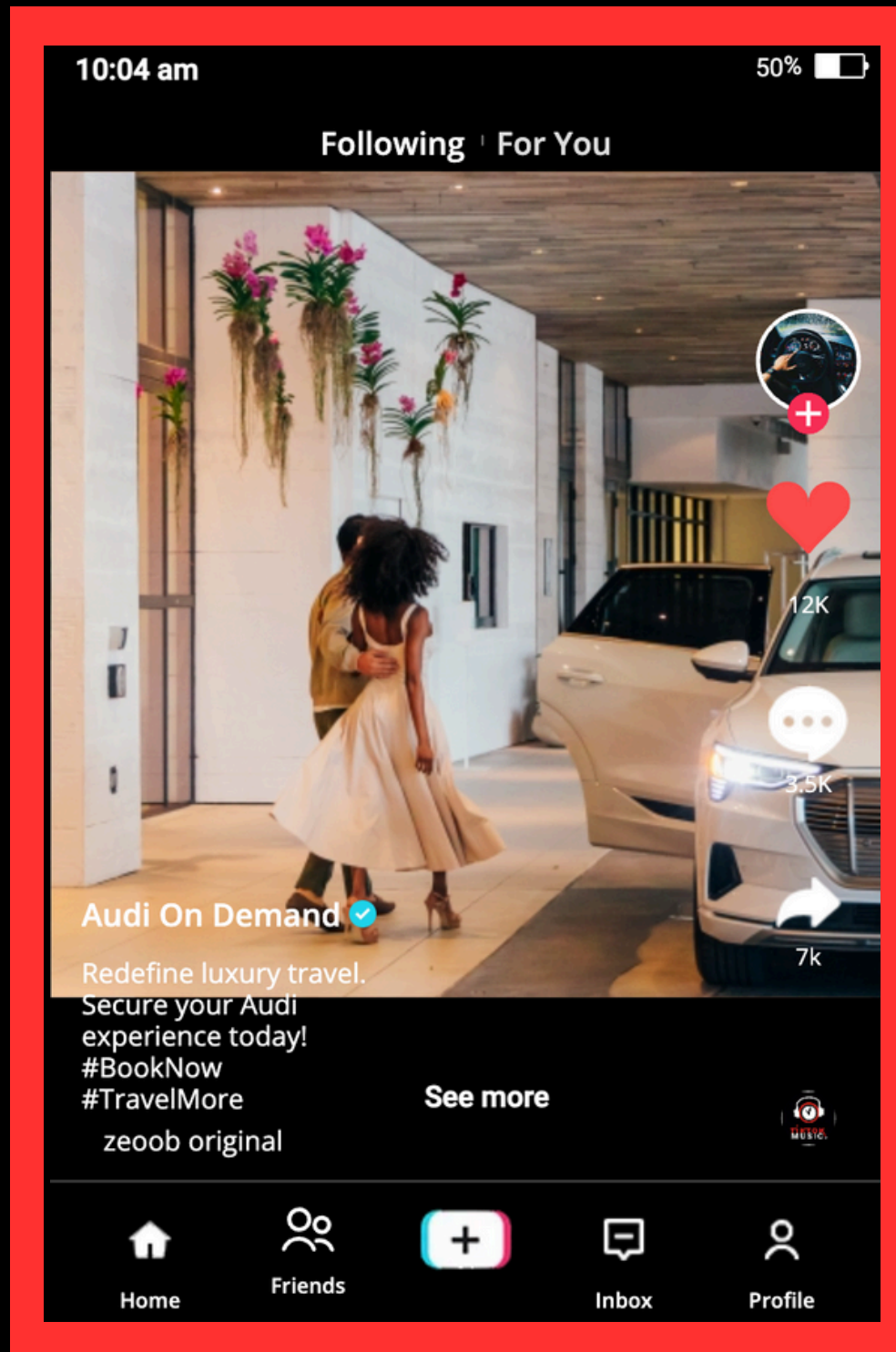
SEASONAL PROMOTIONS

- Adjusted rates during holidays and peak seasons.
- **Examples:** Winter mountain getaways and summer lake drives.

PROMOTION



STRATEGY



1. Multi-Channel Approach

- **Social Media Ads:** Instagram, TikTok, Facebook
 - Showcase scenic drives and luxury experiences.
- **Content Marketing:**
 - **Blogs:** “Top Scenic Drives Near NYC.”
 - **Videos:** Audi vehicles on curated routes.
- **Influencer Collaborations:**
 - Partner with travel influencers for authentic storytelling.

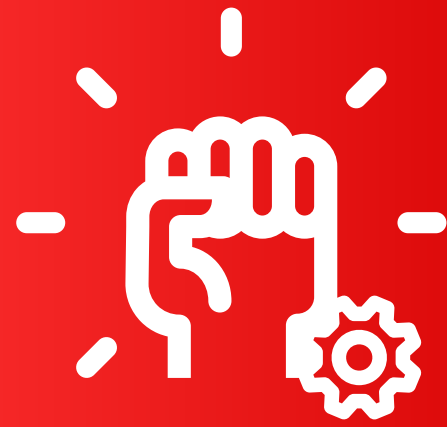
2. Launch Event

- **Location:** NYC showcase for media and influencers.
- **Highlights:**
 - Audi car displays and interactive travel kiosks.
 - On-Spot Booking Offers for attendees.



SITUATIONAL ***ANALYSIS***

S



- Strong luxury brand association.
- Partnerships with upscale lodging and tourism operators.
- Seamless Audi On Demand platform integration.

W



- High reliance on affluent customers.
- Limited geographic focus (NY region).
- High operational costs.

O



- Expand to global markets (Europe, Asia).
- Collaborate with eco-friendly travel providers.
- Use AI for personalized packages.

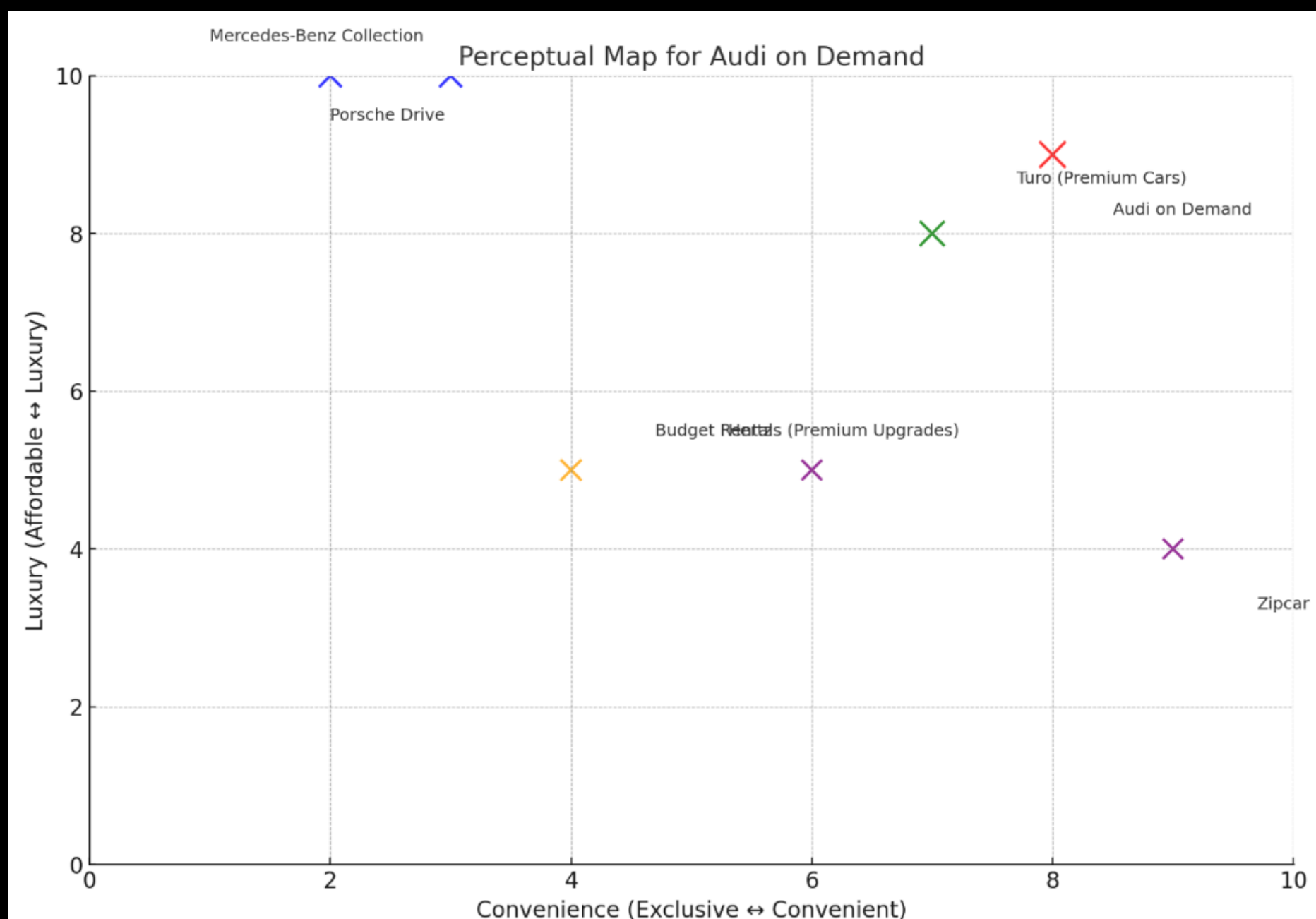
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- Competition from luxury travel operators.
- Economic downturns affecting spending.
- Technological disruptions in the travel sector.



PERCEPTUAL MAP



X-Axis: Convenience (Exclusive ↔ Convenient)

Y-Axis: Luxury (Affordable ↔ Luxury)

Positioning:

- **Top Right (Luxury + Convenience):**

- **Audi on Demand:** Premium cars + seamless booking.
- **Turo (Premium Cars):** Luxury with flexibility.

- **Top Left (Luxury + Exclusivity):**

- **Porsche Drive:** Membership-based exclusivity.
- **Mercedes-Benz Collection:** Personalized luxury.

- **Bottom Right (Affordability + Convenience):**

- **Hertz:** Balanced pricing and availability.
- **Zipcar:** Affordable short-term rentals.

- **Bottom Left (Affordability + Exclusivity):**

- **Budget Rentals:** Cost-effective with luxury upgrades.

MARKETING BUDGET ALLOCATION

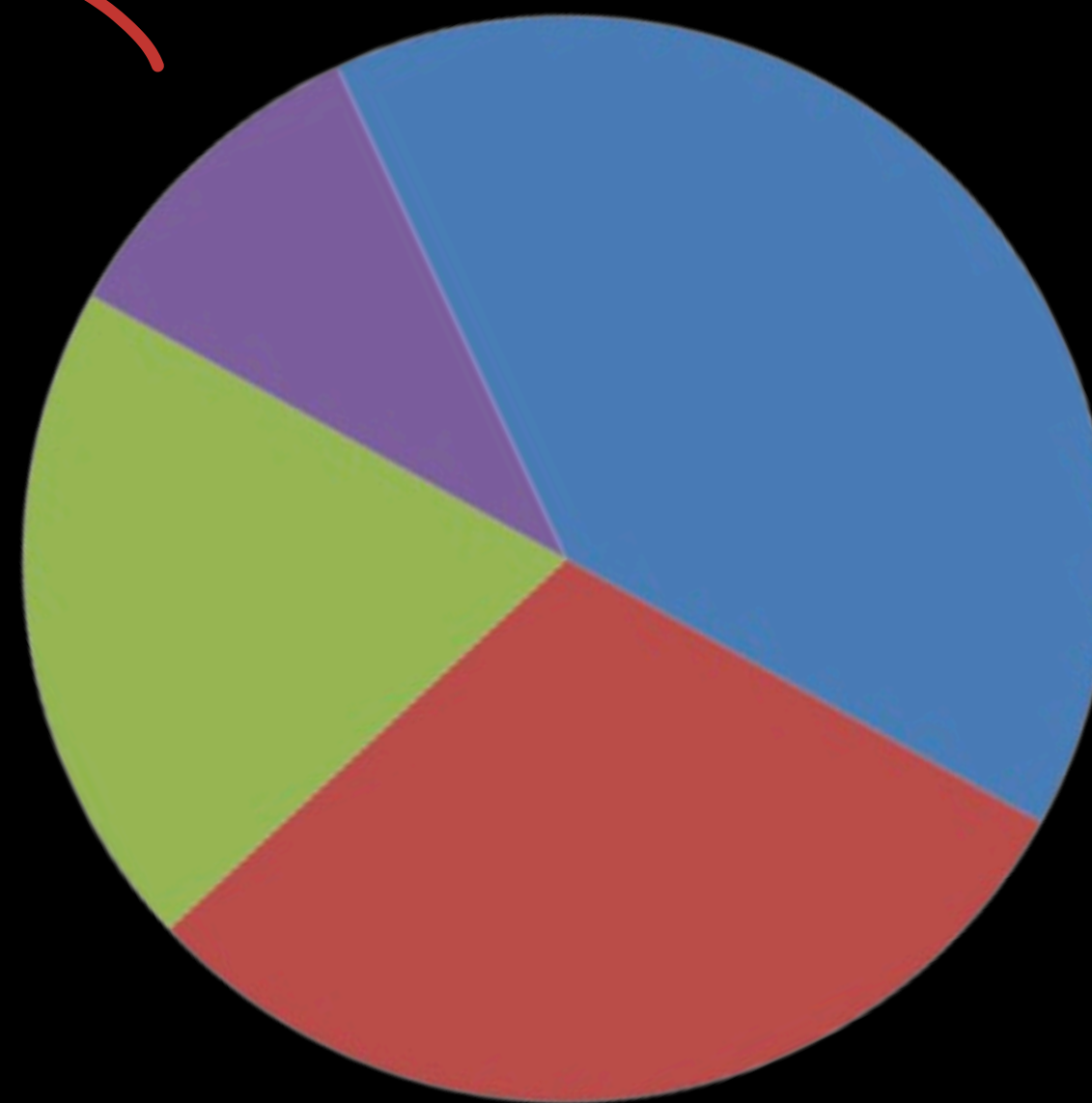


OTHER CHANNELS (10%): \$125,000

Email campaigns and PR initiatives to maintain engagement and loyalty.

INFLUENCER MARKETING (20%): \$250,000

Collaborations with luxury and travel influencers for authentic endorsements.



SEM (40%): \$500,000

Paid search ads and SEO optimization to drive targeted traffic.

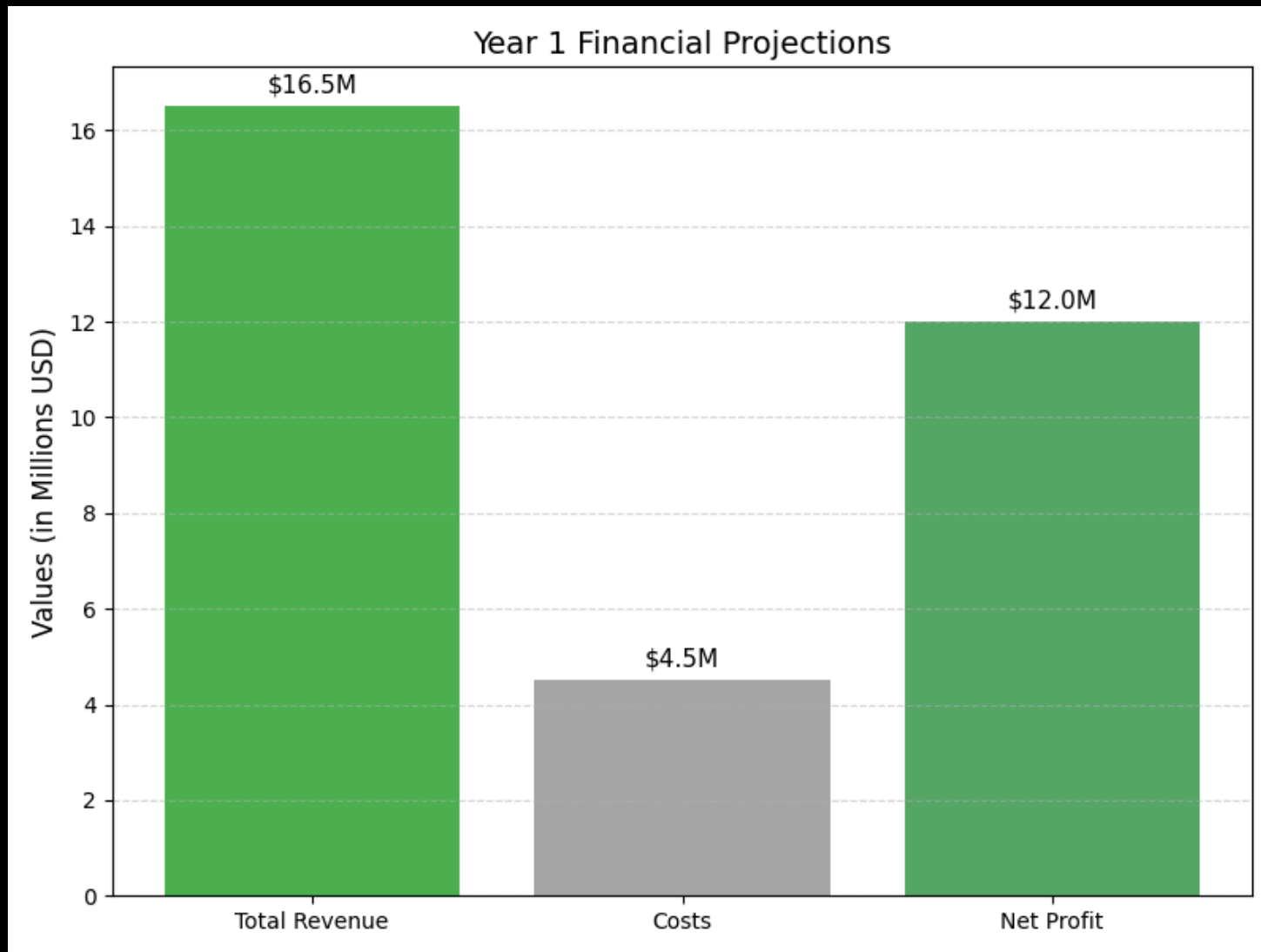
SOCIAL MEDIA (30%): \$375,000

Visual campaigns on Instagram and TikTok showcasing luxury experiences.

FINANCIAL



PROJECTIONS



Revenue Streams

- **Travel Packages:**
 - **Adventure:** For thrill-seekers exploring rugged routes.
 - **Family:** Safe, curated experiences for families.
 - **Luxury:** Exclusive itineraries with premium lodging and services.
- **Add-On Services:**
 - **Chauffeur Options:** Luxury chauffeur-driven experiences.
 - **Dining Upgrades:** Fine dining packages at exclusive restaurants.
 - **Guided Tours:** Personalized, expert-led tours to premium destinations.

Year 1 Financial Projections

- **Total Revenue:** \$16.5M
 - Driven by high-value package sales and premium add-on services.
- **Costs:** \$4.5M
 - Covers vehicle maintenance, partnerships, and marketing.
- **Net Profit:** \$12M
- **ROI:** 266%
 - Achieved through strategic partnerships and targeted campaigns.

Growth Potential

- **20% Annual Increase in Bookings through:**
 - Expanded marketing campaigns.
 - New partnerships in high-demand regions.
 - Seasonal promotions during holidays and peak travel times.

IMPLEMENTATION PLAN



PLANNING PHASE (JAN–MAR 2025)

- Partner onboarding (hotels, agencies, tourism boards).
- Website and app development with seamless booking features.



LAUNCH PHASE (APR–JUN 2025)

- **Soft Launch:** Limited pilot to gather feedback.
- **NYC Public Event:** Showcase Audi vehicles and travel packages.
- **Early Adopter Campaigns:** Exclusive discounts to attract first customers.



OPTIMIZATION PHASE (JUL– DEC 2025)

- **Data Analysis:** Review customer behavior and campaign performance.
- **Package Refinement:** Adjust offerings based on feedback.
- **Seasonal Campaigns:** Promotions for holidays and peak travel times.

THANK YOU!



***EXPLORE MORE – SCAN TO
START YOUR JOURNEY.***



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