# Audi UK transforms engine roars into symphonic music in innovative campaign



Audi UK has launched an innovative campaign titled "Engine Symphony" in collaboration with BBH London, which transforms the distinctive roar of its RS models into symphonic music. The initiative cleverly coincides with the conclusion of the classical music season, reimagining the powerful engine sounds as harmonious compositions. To realise this creative concept, Audi enlisted a composer who transcribed the acoustics of RS engines into sheet music, blending the mechanical with the artistic. The campaign’s 50-second spot begins with visuals of the musical score and the composer at work, before transitioning to out-of-home (OOH) displays showcasing the sheet music, encouraging audiences to experience the vehicle’s roar as a symphonic performance rather than mere mechanical noise.

This campaign is a tactical expression of Audi's brand, merging performance with a refined cultural dimension. According to Marketing Interactive, BBH London, the agency behind this effort, recently also worked with Audi on other high-profile campaigns that align technology with artistry, such as the "Driven by Progress" film starring Jorja Smith and showcasing Audi’s all-electric RS e-tron GT. This ongoing thematic approach highlights Audi's commitment to innovation and premium electric mobility, while tapping into emotive storytelling through music and personal journeys.

In broader automotive marketing, Audi is part of a growing trend where carmakers leverage music and artistic metaphors to deepen the engagement of their campaigns. Notably, BMW’s recent campaign "Octowaltz," created by Jung von Matt Hamburg, employs a different but equally poetic narrative. Featuring a visually captivating sequence of an octopus performing an underwater waltz set to elegant music, the ad serves as a metaphor for precision and harmony in driving, centred around BMW’s “Heart of Joy,” a central vehicle control unit. This innovation integrates multiple driving functions—including braking, energy regeneration, and steering—into a seamless control system, enhancing performance and safety. BMW first unveiled this technology at Auto Shanghai, with the ad aiming to translate complex engineering into a resonant emotional experience.

Both campaigns illustrate how automotive brands are moving beyond traditional mechanical portrayals, instead framing vehicle technology as a blend of art and science. Audi’s approach uses the literal sounds of the engine transformed into musical notation to suggest beauty and harmony in engineering, while BMW’s conceptual "Octowaltz" uses natural imagery and metaphor to communicate technological precision and control.

Audi’s partnership with BBH London also extends to other consumer sectors, demonstrated by the agency’s recent work producing a humorous integrated campaign for Burger King UK featuring celebrity chef Gordon Ramsay. This versatility underscores BBH London’s capability in crafting narratives that range from indulgent culinary experiences to high-end automotive artistry.

Together, these marketing initiatives reflect a broader shift in automotive advertising towards more emotive and culturally resonant storytelling, leveraging sensory experiences like sound and movement to convey brand values of innovation, precision, and emotional connection.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony), [[2]](https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony)
* Paragraph 2 – [[1]](https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony), [[4]](https://www.lbbonline.com/news/singer-jorja-smith-brings-the-story-of-progress-to-life-in-audi-campaign-from-bbh-london)
* Paragraph 3 – [[1]](https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony), [[3]](https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html), [[5]](https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html), [[6]](https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html), [[7]](https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html)
* Paragraph 4 – [[1]](https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony)
* Paragraph 5 – [[1]](https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony> - Please view link - unable to able to access data
2. <https://www.marketing-interactive.com/audi-transforms-engine-roars-into-sonic-symphony> - Audi UK, in collaboration with BBH London, has launched a campaign titled 'Engine Symphony' that transforms the distinctive roar of its RS models into music. The initiative coincides with the end of the classical music season, reimagining horsepower as harmony. A composer was enlisted to transcribe the sounds of Audi RS engines into sheet music, blending performance with artistry. The 50-second spot opens with shots of the score before showing the composer at work, capturing the engine’s acoustics. It then transitions to photographs of the sheet music displayed across out-of-home sites. The creative was rolled out as an OOH activation, reframing the vehicles’ distinctive sound as a symphonic experience rather than mechanical noise.
3. <https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html> - BMW has launched a brand campaign titled 'Octowaltz' to showcase its latest innovation: the BMW Heart of Joy, a central control unit designed to enhance driving performance. Created by Jung von Matt Hamburg, the commercial features a visually stunning sequence of an octopus performing a graceful underwater waltz. The creature’s imagined centralized nervous system serves as a metaphor for the precise coordination and agility enabled by BMW’s new control unit. Narrated in a poetic voiceover, the ad begins: 'The octopus, it has a decentralized nervous system, meaning each arm is controlled independently. Impressive. But if it could control all of its arms with one central unit… it could probably do this. A masterful display of control, moving with exceptional precision and effortless agility. Providing safety in every situation. The ultimate performance. Well, it can’t. But this one can: the BMW Heart of Joy – the intelligent central control unit that unleashes the next level of driving pleasure.' Set to an elegant waltz, the 60-second spot blends marine wonder with engineering prowess. BMW first introduced the Heart of Joy in April. As a next-generation control computer that calculates all driving dynamics functions, it made its public debut at Auto Shanghai as part of the BMW Vision Driving Experience.
4. <https://www.lbbonline.com/news/singer-jorja-smith-brings-the-story-of-progress-to-life-in-audi-campaign-from-bbh-london> - Audi UK and BBH London have collaborated with BRIT award-winning singer/songwriter Jorja Smith in their latest campaign, 'Driven by Progress'. The campaign features a hero film starring Audi’s all-electric RS e-tron GT, showcasing Jorja Smith's journey as an artist and musician. The film draws parallels between pivotal moments in Smith’s artistic life and Audi’s 'Living Progress' philosophy. It dramatizes Smith’s story of progress as she drives the Audi RS e-tron GT, encountering significant moments in her creative journey, from buying her first musical instrument as a child to writing lyrics during breaks while working as a barista as a teenager. The film concludes with Smith encountering her accomplished present-day self, aligning with Audi’s ongoing pursuit to innovate through their premium electric cars and technology. The soundtrack features Smith’s recently released single 'Try Me', available via her independent label, FAMM.
5. <https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html> - BMW has launched a brand campaign titled 'Octowaltz' to showcase its latest innovation: the BMW Heart of Joy, a central control unit designed to enhance driving performance. Created by Jung von Matt Hamburg, the commercial features a visually stunning sequence of an octopus performing a graceful underwater waltz. The creature’s imagined centralized nervous system serves as a metaphor for the precise coordination and agility enabled by BMW’s new control unit. Narrated in a poetic voiceover, the ad begins: 'The octopus, it has a decentralized nervous system, meaning each arm is controlled independently. Impressive. But if it could control all of its arms with one central unit… it could probably do this. A masterful display of control, moving with exceptional precision and effortless agility. Providing safety in every situation. The ultimate performance. Well, it can’t. But this one can: the BMW Heart of Joy – the intelligent central control unit that unleashes the next level of driving pleasure.' Set to an elegant waltz, the 60-second spot blends marine wonder with engineering prowess. BMW first introduced the Heart of Joy in April. As a next-generation control computer that calculates all driving dynamics functions, it made its public debut at Auto Shanghai as part of the BMW Vision Driving Experience.
6. <https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html> - BMW has launched a brand campaign titled 'Octowaltz' to showcase its latest innovation: the BMW Heart of Joy, a central control unit designed to enhance driving performance. Created by Jung von Matt Hamburg, the commercial features a visually stunning sequence of an octopus performing a graceful underwater waltz. The creature’s imagined centralized nervous system serves as a metaphor for the precise coordination and agility enabled by BMW’s new control unit. Narrated in a poetic voiceover, the ad begins: 'The octopus, it has a decentralized nervous system, meaning each arm is controlled independently. Impressive. But if it could control all of its arms with one central unit… it could probably do this. A masterful display of control, moving with exceptional precision and effortless agility. Providing safety in every situation. The ultimate performance. Well, it can’t. But this one can: the BMW Heart of Joy – the intelligent central control unit that unleashes the next level of driving pleasure.' Set to an elegant waltz, the 60-second spot blends marine wonder with engineering prowess. BMW first introduced the Heart of Joy in April. As a next-generation control computer that calculates all driving dynamics functions, it made its public debut at Auto Shanghai as part of the BMW Vision Driving Experience.
7. <https://www.manifest-media.in/video/campaigns/170625/bmws-octowaltz-blends-science-poetry-and-precision-to-spotli.html> - BMW has launched a brand campaign titled 'Octowaltz' to showcase its latest innovation: the BMW Heart of Joy, a central control unit designed to enhance driving performance. Created by Jung von Matt Hamburg, the commercial features a visually stunning sequence of an octopus performing a graceful underwater waltz. The creature’s imagined centralized nervous system serves as a metaphor for the precise coordination and agility enabled by BMW’s new control unit. Narrated in a poetic voiceover, the ad begins: 'The octopus, it has a decentralized nervous system, meaning each arm is controlled independently. Impressive. But if it could control all of its arms with one central unit… it could probably do this. A masterful display of control, moving with exceptional precision and effortless agility. Providing safety in every situation. The ultimate performance. Well, it can’t. But this one can: the BMW Heart of Joy – the intelligent central control unit that unleashes the next level of driving pleasure.' Set to an elegant waltz, the 60-second spot blends marine wonder with engineering prowess. BMW first introduced the Heart of Joy in April. As a next-generation control computer that calculates all driving dynamics functions, it made its public debut at Auto Shanghai as part of the BMW Vision Driving Experience.