

72andSunny to 'recharge' Audi with new new global campaign

According to *Adweek*, 72andSunny has been tasked with breathing new life in the Audi brand. Launching in 2020, 72andSunny will lead a global brand campaign meant to "recharge" the brand internationally.

The project will be led by the network's Amsterdam office, with support from offices around the world. The campaign will be focused on "the realignment of the four rings", referencing Audi's logo, the brand says the work will also redefine the automaker's "*Vorsprung Durch Technik*" (advancement through technology) slogan.

Read more on [Adweek](#).

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