



Luxury Brand Partnership

Context

Tasked with finding relevant new partnerships to elevate the prestige of the Audi brand, while highlighting Audi’s progressive and sustainable focus, and creating significant cultural buzz throughout the media landscape. Utilizing the Endeavor Architecture global ecosystem we identified Restaurant Noma, who was currently working with Endeavor Content. Noma has been voted the World’s #1 Restaurant 5 times and is the pinnacle of sustainable luxury while also working to provide an example of how to bring progressive change to the global food system.

Creative

160over90 developed a custom opportunity to bring world-renowned Restaurant Noma to Los Angeles for a three-night dinner focused on innovation and sustainability.

To reinforce Audi’s position as an innovative thought leader in the EV space with a premium progressive audience, as well as create lifestyle and entertainment buzz, we invited 150 LA area VIPs, celebrities, consumers, and top-tier media for this exclusive dining experience.

To bring it to life 160over90 was responsible for the entire arc of the partnership. From creating the original concept, negotiating the contract, identifying the venue, the creative design and build-out, on-site activation and all travel logistics. Team members across multiple disciplines came together to bring this one-of-a-kind partnership to life.



Cultural Impact

50,000,000+
Earned Social Impressions

8,432,562,400
Earned Media Impressions

95%
Key Message Pull Through

