



Morgan Freeman, Audi, and Skyway Studios: Bringing the 2026 Q3 “A Life of Yes” Campaign to Life

Description

When [Audi of America](#), [Ogilvy](#), [Tilt Productions](#), and [Lamar Brothers](#) set out to create a cinematic “road story” for the all-new [2026 Audi Q3](#)—featuring [Morgan Freeman](#) and [Chase Infiniti](#)—they chose [Skyway Studios](#) for one reason: control. With [multiple stages](#), [Studio D’s enhanced LED volume](#), and an efficient “car process” workflow, Skyway helped deliver premium automotive storytelling with a filmic finish.

<https://www.youtube.com/watch?v=ltH8-0UvZws>

When premium automotive storytelling needs a studio facility—not an open road

The [“A Life of Yes”](#) campaign was built to feel more like a short film than a traditional hard-sell car commercial. In the spot, [Chase Infiniti](#) sets out on an open-ended journey, guided by [Morgan Freeman](#)’s narration as the story moves across striking landscapes—until a midway reveal adds humor and reinforces the central message: the all-new [Audi Q3](#) is made for a “life of yes.”

That cinematic approach comes with real production demands—especially when the hero of the story is a luxury vehicle. Car paint, glass, and trim are reflection-sensitive, and every environment shift can change the lighting story. To keep the visual language premium, consistent, and highly controllable, the production team chose [Skyway Studios](#) as the facility partner—leveraging multiple stages and a virtual production workflow designed for modern automotive.

<https://www.youtube.com/watch?v=wllQzuBjPjM>

A multi-stage Skyway workflow—built around Studio D

When [Audi](#), [Ogilvy](#), and [Tilt Productions](#) needed a facility that could support both high-end automotive cinematography and an efficient celebrity workflow, Skyway's campus approach made the difference.

The shoot centered on [Studio D](#), where Skyway's LED volume was enhanced for this production to create a complete LED volume environment supporting "driving" scenes and fast look changes while maintaining control over lighting, reflections, and continuity.

<https://www.youtube.com/watch?v=btBrGjqb7vY>

Skyway handled the "car process" work with Creative Technology

Skyway partnered with [Creative Technology](#) to support the campaign's "car process" needs—an approach that made strategic sense for both creative and logistical reasons:

• **LED volume capability for automotive work** Modern automotive spots increasingly rely on LED volumes instead of process trailers or green screen, because an LED environment can deliver high-resolution moving backgrounds while helping manage what matters most on a premium vehicle: reflections.

• **Better control of reflections and lighting** Virtual production stages allow filmmakers to shape light precisely across paint, glass, chrome, and interior surfaces—helping maintain a clean, polished look that stays consistent from setup to setup.

• **Efficiency with celebrity talent** With Morgan Freeman and Chase Infiniti attached, efficiency becomes a creative advantage. Controlled-stage production helps reduce weather delays, travel complexity, and road permitting issues—keeping the day focused on performance and craft rather than variables.

• **A cinematic "road movie" tone on a schedule** The spot is designed to feel cinematic and relatable, with the Audi Q3 as the hero—an approach that benefits from controlled, repeatable environments that still feel expansive and alive.

• **Real-time background playback for driving sequences** Forests, mountains, coastal roads, and shifting sunset lighting are exactly the type of dynamic environments virtual production excels at recreating efficiently—while keeping the car camera-ready and the lighting controllable.

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Studio B: still photography capture for the campaign launch

In addition to the broadcast spot, Audi also utilized [Studio B](#) at Skyway to capture still photography for the campaign launch—ensuring the print and digital hero imagery matched the same premium lighting and cinematic tone as the film creative.



The campaign goal: make the Q3 feel aspirationalâ€”an entry point with emotion

Audi positioned the Q3 as a compelling entry point into the brand, with the latest generation bringing elevated performance, technology, and design—supported by the campaign’s emotional storytelling rather than a spec-by-spec sales pitch.

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Category

1. Entertainment