

BMW 3 Series Convertible

Problem

How does a luxury car stand out amidst competitors with similar products and larger advertising budgets?

Solution

Emphasize quality over aesthetics and take full advantage of the medium to reiterate the creative message.



Background

When BMW launched the newest 3 Series Convertible in April 2007, there were a number of other advertisers in the market place promoting a similar style convertible. In order to stand out from the crowd, BMW focused on how the car was built rather than on aesthetics alone. The concept, “Built from the ground up,” highlighted how every aspect of the new BMW 3 Series Convertible was engineered to be the best convertible on the road.

Objective

The objective of the campaign was to showcase the “built from the ground up” concept by illustrating what makes the 3 Series Convertible the ultimate driving machine. It was also important to remain relevant during the April launch, a time period that is not considered prime convertible weather. The campaign was designed to reach car enthusiasts and style-conscious empty nesters alike.

Strategy

BMW is outspent by most competitors, so it becomes even more important to be strategic and break through the clutter. Keeping in mind the creative concepts, the media planning agency developed the idea to dominate affluent areas of the top markets with multiple media formats. Hitting each market from all angles allowed BMW to reach the target audience of empty nesters during their leisure time. Media selection was based on market availability as well as the propensity to be seen by the target audience.

Plan Details

The final market list included: NYC, LA, Chicago, Miami, Dallas, San Diego, and San Francisco. The campaign ran during April to coincide with the launch of the vehicle nationwide. Depending on the market’s seasonality, the creative images changed to show the hard-top convertible with its top up or the top down.

Since the “Built from the ground up” idea featured three consecutive images, trivisions were utilized to marry the creative idea with the format. This also provided synergy with the print campaign, part of which displayed the building of the car in consecutive half page ads. To demonstrate the “perfect weather” concept, bulletins were equipped with LED thermometer lightboxes displaying the current temperature. The bulletin copy included two images of the car, one with the top up and one with the top down, showing no matter what the weather, it was the perfect time for the 3 Series Convertible.

Results

Overall the entire communication plan was very well received and BMW exceeded sales goals by about 15%.

