

## BMW X3

### Problem

How do you relaunch a brand and establish a clear position in a competitive environment?

### Solution

Correctly establish the brand positioning by using out of home in a big way.

### Background

The X3 Sports Activity Vehicle (SAV) was originally launched in 2004 with a campaign focused on the extreme sports target. This proved to be the wrong angle and the vehicle failed to establish a clear position for itself against the competition. The reintroduction of the X3 in 2006 provided a perfect opportunity to launch the vehicle to a new, more relevant audience. Because the X3 is one of BMW's volume vehicles, with 2006 sales goals exceeding 30,000, correctly establishing the vehicle with consumers was absolutely necessary to strengthen overall BMW business. The campaign needed to create an identity for the X3 that would not only make the model and the BMW brand more intriguing, relevant and accessible to people outside of the brand's current circle, but also strengthen the bond with current owners.

### Objective

The challenge was to position the vehicle as smaller, more nimble and more stylish than a standard SUV. The campaign needed to communicate the "This is NOTan SUV" message to the "Idea Class" of innovative, enthusiastic thinkers.

### Strategy

The goal of the Out of Home media plan was to generate buzz throughout the marketplace during the launch of the X3, while also driving traffic to the X3 dedicated microsite: [noBehemoths.com](http://noBehemoths.com)

The best way to bring the "This is Not an SUV" concept to life was to highlight everything the X3 is NOT, placing the "This is an SUV" creative on oafish, lumbering vehicles. Cement trucks, armored vehicles, and city buses could accurately convey the message. Using these formats, the media WAS the message, allowing an ideal realization of creative development, media planning, and execution.

### Plan Details

Research showed the X3's highest sales came from the top major urban markets, so the vehicle positioning highlighted attributes which served urban driving. Since the BMW "idea class" target resides in major metropolitan areas, the Out of Home media campaign was executed in New York, LA, Miami, and Chicago.

Ads with the tag "This is an SUV" ran on cement trucks and armored cars in the four metropolitan areas to coincide with the launch date of the vehicle. The dedicated vehicles ran on custom, pre-determined routes throughout each market. Buses were



purchased by key garages to target urban business districts and complement the dedicated vehicle program. Wild postings and bulletins were used to drive traffic to the X3 dedicated microsite: noBehemoths.com. The wild postings were placed in urban business and shopping districts of the selected markets to generate buzz, while bulletins were used to target high profile areas of the general market.

## Results

When asked about the campaign, consumers on the street repeatedly mentioned that the “This is an SUV” message and “noBehemoths.com” printed on both vehicles was “clever,” “smart,” “brilliant” and “creative.” The campaign generated a total of 6,357,365 impressions and 6,062 postcards were handed out by brand ambassadors from the vehicles for direct consumer interaction.

The majority of the OOH campaign took place during October 2006. During the month, actual X3 sales were 7% higher than projected. November saw a 17% sales increase over projected sales. Overall, the OOH campaign was a success in differentiating the X3 from the competition and showing that the X3 is NOT an SUV.