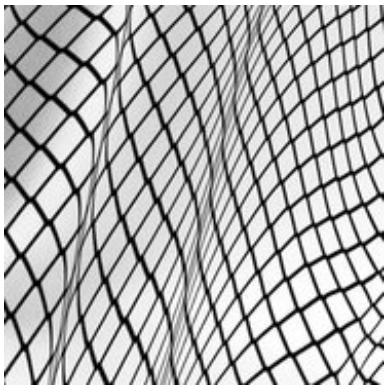


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Bentley hypes new SUV through teaser video

June 23, 2014



Bentley SUV's camouflage

By NANCY BUCKLEY

British automaker Bentley Motors is continuing to build excitement for its SUV with a social video showing the model's production thus far.

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The brand's social media accounts and the SUV's Web site host two teasers for the vehicle. The separate site highlights all the released information about the automobile and provides fans with a direct location to check in on the production of the vehicle.

"The separate Web site for the SUV not only builds excitement for the new vehicle, but also provides customers with hints and insight about the design and feel of the new model," said John Casey, senior vice president of [Havas Public Relations](#), New York.

Mr. Casey is not affiliated with Bentley but agreed to comment as an industry expert.

[Bentley](#) was unable to respond by press deadline.

Creation process

Bentley's most recent video was released on the brand's social media accounts. It is titled "The New Bentley SUV- The Story So Far."

The video informs viewers that Bentley is creating the world's "most luxurious" SUV. The video begins with an establishment shot of the headquarters in Crewe, UK.

Inside the building a person is shown hand sketching the outline of a car. Someone grabs the paper and the scene changes to a computer version of the sketch.

Next, someone uses a touch screen computer to etch in details. A small model is then constructed.

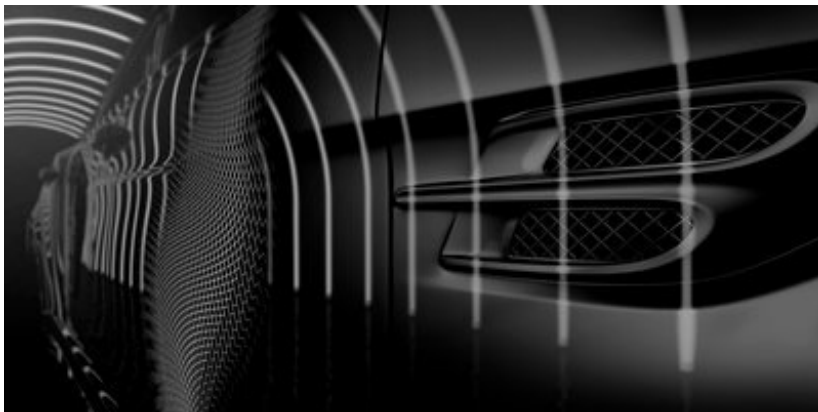
Finally, a crew is shown meticulously carving the car. The video ends with camouflage being placed over the car.

Embedded Video: [//www.youtube.com/embed/wcv8zQo9HyU?list=PLdFVNp8vMJwT9n2SBV6t7DJ1WpWEnOnOh](https://www.youtube.com/embed/wcv8zQo9HyU?list=PLdFVNp8vMJwT9n2SBV6t7DJ1WpWEnOnOh)

New Bentley video

This camouflage was previously introduced on the SUV's Web site. The brand explains that it is common for car prototypes to be camouflaged to conceal the details from competitors.

On the Web site, fans can register to receive updates about the completion process. Also, there is a gallery that displays images of the SUV. However, these photos include reflections and are very dark, to prevent too much from being revealed.



Images in gallery

Bentley's dedicated SUV Web site gives insights into the production process and encourages fans to check back to follow the vehicle's progression.

Continual advertising

Releasing teaser videos allows a brand to continually endorse a concept. The repeated attention that the vehicle can receive via social media expands the time window for a product to be advertised.

For example, British automaker Bentley Motors used digital tactics to create buzz for the new Flying Spur model among socially-connected consumers.

The automaker showed a video on a microsite that depicts close-up angles of the model to tease the unveiling of the Flying Spur to its online audience. The video ends with the

hashtag #NewFlyingSpur to encourage consumers to follow the conversation on social media ([see story](#)).

Also, British automaker Rolls-Royce Motor Cars teased the release of its new Wraith model March 5 at the Geneva Motor Show by releasing the first shadowed image to the public and hosting an interactive video on its Web site.

Rolls-Royce targeted ultra-affluent Web and social media users via its initial efforts to market the Wraith. There is no question that digital is often an effective channel in terms of marketing a new model release since the message is likely to be fueled by users in addition to the brand ([see story](#)).

The attention that a brand can receive by releasing multiple videos and other advertising campaigns around one product is immense. The addition of a Web site to host the videos brings direct attention to the single product.

“The site and videos are both tastefully and elegantly done, and visually appealing, providing clues to Bentley owners and fans about the craftsmanship of the vehicle,” Mr. Casey said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/1x_5Kq0Tp2U](https://www.youtube.com/embed/1x_5Kq0Tp2U)

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