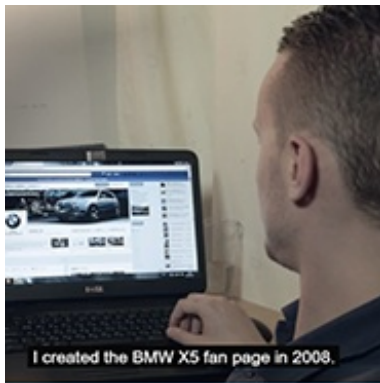


INTERNET

## BMW endorses thriving super fan Facebook page

July 11, 2014



*Todor Todorov, BMW super fan*

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By JOE MCCARTHY

German automaker BMW is celebrating the achievements of Bulgarian brand advocate Todor Todorov with a social video.

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**Luxury Daily**

While many brands view unofficial fan social pages as a threat to a consistent image, BMW realizes that celebrating an ultra-passionate fan is an effective way to show appreciation for all consumers. As part of the #BMWStories campaign, the latest social video acts as a testament to BMW's ground-up approach to community appreciation.

"Social media 101," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY. "Viral positive and negative [posts] can have a huge impact on your followers and fans."

"Celebrating your fans causes a huge positive buzz," she said. "Kudos to BMW for understanding this fact and causing others to present their true love for BMW."

Ms. Fix is not affiliated with BMW, but agreed to comment as an industry expert.

**BMW** did not respond by press deadline.

The bedrock of a brand

The video produced by BMW briefly charts Mr. Todorov's passion for the BMW X5. Although the video is narrated in Bulgarian, captions are provided.

Viewers first learn then that Mr. Todorov has been a fan of the vehicle since 2000. A room in his home is adorned with BMW X5 posters and numerous X5 models are positioned on desks and shelves.



*Video still of super fan video*

The unofficial X5 Facebook fan page was created in 2008 and Mr. Todorov quickly gained BMW's support.



*Video still*

The brand also created a billboard of Mr. Todorov with a superimposed Facebook like icon as a hand.



### *Video still*

As time went on, the X5 page attracted legions of fans and Mr. Todorov kept them satisfied with a steady stream of posts.

Mr. Todorov believes that the page reached so many likes because of his passion and persistence, traits that can elevate most endeavors.

Embedded Video: [//www.youtube.com/embed/\\_HfJPVz3eOA](https://www.youtube.com/embed/_HfJPVz3eOA)

### *Todor Todorov, the BMW X5 super fan*

BMW is unifying owners around the world with a global campaign that celebrates driver stories.

The brand is weaving together stories from fans, professional drivers and important figures in the company to give a full sense of what it means to be a BMW driver. Today's campaigns seem inadequate without a strong user-generated content component, and many brands are responding to this development by leveraging the voices of followers ([see story](#)).

### *One for all*

Automakers tend to have massive social communities, and have done an effective job at celebrating individual fans.

For instance, Audi of America gathered fan tales of adversity and resilience for a live-stream event in Santa Monica, CA, directed by creative figures such as artists, designers and musicians.

The massive community-driven initiative was an extension of the "Paid my Dues" campaign that heralded the debut of the A3. As Audi repositions its entry-level vehicles to appeal to a broader audience, tapping the universal theme of overcoming obstacles will likely resonate ([see story](#)).

Also, Mercedes-Benz USA honored dedicated fans by showcasing the stories behind their passion for the brand and how they became owners on its Facebook page.

The "Owner's Stories" profiles vary in formats ranging from question and answer to brief anecdotes and personal histories ([see story](#)).

"I wish all the manufacturers understood this instead of deleting fans' comments," Ms. Fix said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/1H0XSs1Q24U](https://www.youtube.com/embed/1H0XSs1Q24U)

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