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BMW designs personalized holiday messages

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BMW Snowchat

By STAFF REPORTS

German automaker BMW crafted a virtual windshield that allows consumers to create and send messages this holiday season.

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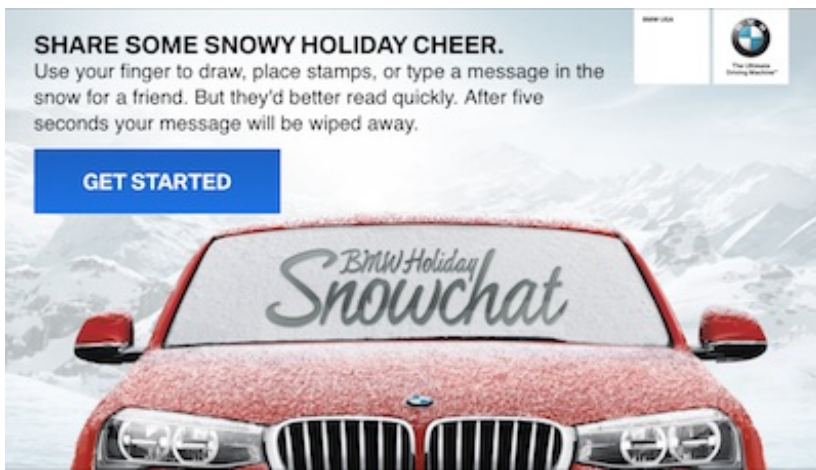
Luxury Daily

The holiday initiative can be found on both desktop and mobile devices and allows consumers the chance to share quick holiday messages with family and friends. BMW is creating a fun and quick way for established and aspirational consumers to engage with the brand, but also send a holiday message to loved ones.

Send holiday cheer

BMW's Snowchat holds a similar concept to the application Snapchat. The message the consumer sends to friends and family only lasts for a few seconds.

When the message is drawn or typed in, consumers are given the opportunity to add holiday themed stamps to the windshield.



BMW Snowchat on mobile

Once completed, consumers have the choice of who to send their message to and can choose to share it over Facebook, Twitter or email.



Message wipes away after five seconds

When the receiver views the message, they only have five seconds to read it before the windshield wipers of the X4 turn on and the message is cleared away.

Sending holiday messages to consumers is expected from brands, but thinking of fun, creative ways allows certain brands to stand out.

Last year, most luxury brands wished their followers a happy holiday season through social media by displaying a photo or writing their well wishes to remind loyal consumers that they are appreciated.

Some brands, including Chanel, Lanvin and Louis Vuitton, took a more whimsical approach, creating animated videos to spread holiday cheer and show that while they are luxury brands, they also have a fun side. By going a step further with their holiday greetings, these brands were able to communicate their individuality and further engage consumers ([see story](#)).