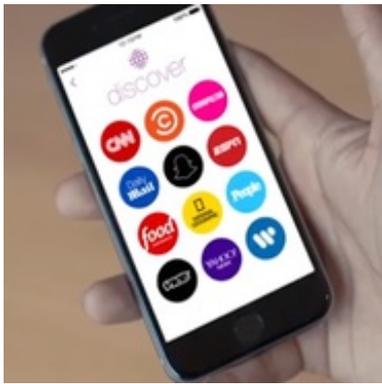


MOBILE

## BMW connects with young consumers via CNN sponsorship on Snapchat

January 29, 2015



*Snapchat's Discover*

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By NANCY BUCKLEY

German automaker BMW is joining the instant gratification application world by sponsoring CNN's daily news updates in the new Discover feature on Snapchat.

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**Luxury Daily**

CNN will deliver a new Discover edition which will publish five or more global news stories every 24 hours, and BMW will run video ads between the stories for its i3 vehicle. The stereotypically young audience of Snapchat will likely be intrigued to discover more from the advertising presence of the environmentally conscious BMW i3 within the latest feature of the app.

“The initial distribution model doesn't feel all that different than video snippets streamed into New York taxis,” said Greg Moss, executive director of social at [Resource/Ammirati](#), Columbus, OH. “Content aimed at those on-the-go, but this time with much more control choice.

“It's clear Snapchat recognizes its audience,” he said. “They've clearly identified content themes and durations with the core audience in mind.

“And the introduction of partner brands and sponsors—such as BMW with CNN—allows

CNN to extend a model of pre-roll content into a new interface and channel. This likely also helps CNN minimize the expense of being first to Snapchat's Discover. Initial advertisers in a popular social channel frequently shoulder heavy advertising fees, but we have no way vision into a brand's buy-in on Snapchat's Discover.”

Mr. Moss is not affiliated with BMW, but agreed to comment as an industry expert.

**BMW** was unable to comment by press deadline.

Fast mobile

While Snapchat has been a hit with millennials, brands and publishers are finally realizing the potential to target specific segments of its 100 million-plus monthly users with forms of traditional content as CNN and ESPN join the new Discover platform.

Snapchat Discover is building on the app's growing popularity as a platform for advertisers and a bridge between brands and consumers by selling advertisements against the content and sharing revenue with the publishers. Each publisher will be able to upload content for limited periods, with ESPN planning to transmit media exclusively compiled as a “daily edition” with five to 10 articles that consumers can swipe through ([see story](#)).

In Snapchat, users must click on the “stories” widget in the bottom right corner of the screen and then on the purple circle in the top right corner to get to the Discover feature. Once there they have the option of 12 news outlets.

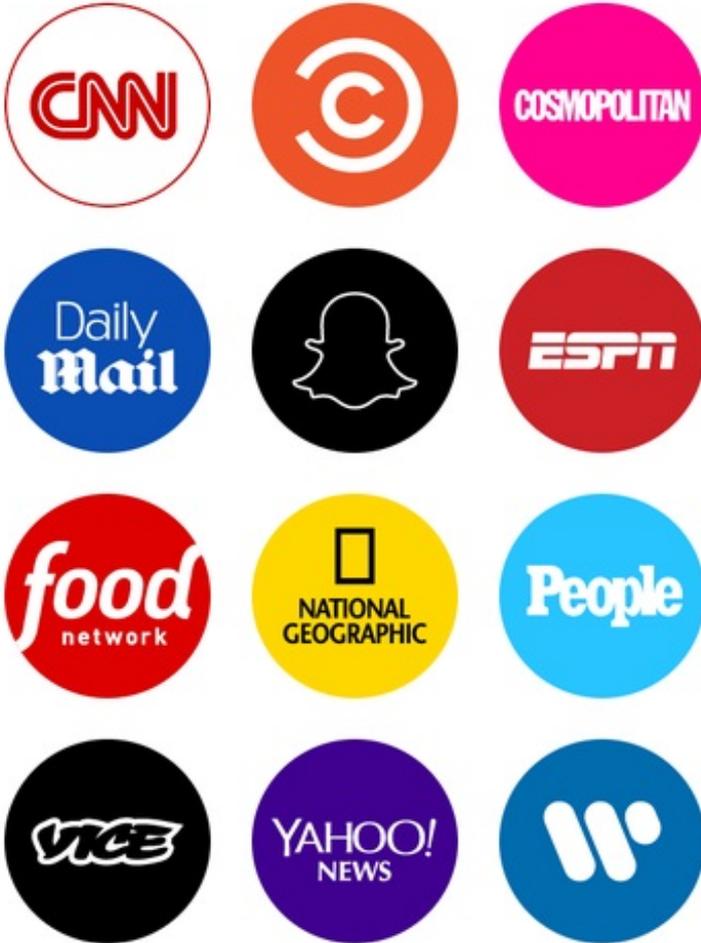


*Home screen*

CNN's edition is the first one and opens to the homepage that is similar to the news publication's app. The logo for CNN appears on the home screen with "sponsored by BMW" and beneath "This is CNN" is announced.



# discover



## *Discover page*

The first news story automatically appears. To navigate to the next news story the user must swipe right. In between the third and fourth stories a video for BMW i3 appears.

BMW's advertising video starts with a close-up image of the vehicle's headlights and as the camera pans the words "It's built in a factory powered by wind" appear. As the vehicle drives around a white space, the environmentally friendly message continues as the brand tells consumers "so it reduces emissions before it even hits the road."

SPONSORED

THE ALL-ELECTRIC BMW i3.

*End of BMW's video ad*

The all-electric BMW i3 aims at the environmentally conscious consumer and the lower price of the vehicle presents it as a plausible option for aspirational consumers looking to splurge.

Social luxury

CNN has previously sought the sponsorship of luxury brands.

For example, French jeweler Cartier was the primary sponsor of CNN's new "Ones to Watch" feature series, which profiles up-and-coming artists.

Cartier's integrated advertising campaign included TV spots on CNN International, CNN U.S., CNN en Español and CNNArabic.com, vignettes and digital placement. The jewelry house selected CNN to be associated with its high-quality content, as well as benefit from

CNN's reach among a global affluent audience, especially male luxury consumers ([see story](#)).

Other luxury brands have also sought stereotypically non-luxury social media outlets.

For instance, department store chain Nordstrom is among the first luxury brands to create its own Reddit username and community.

The social media platform creates a space for individuals to hold discussions and vote upon topics. Nordstrom has created a Reddit likely to create consumer interaction beyond Facebook likes, tweets and Instagram photos, and the nature of Reddit will allow the brand to hold conversations with its consumers about directed topics ([see story](#)).

Adventuring into a new social platform can be risky for brands, but if done the right way and if the social platform is successful, the outcome can be rewarding.

"The new Discover interface is a compelling advancement on Snapchat's service," Mr. Moss said. "Not only is it a clear opportunity for Snapchat to develop their monetization strategy, but also an answer for brands and editorial outlets to connect with the younger demographic that has so steadily gravitated to Snapchat.

"In its current interface positioning—in the upper right of the Stories screen and unlabeled—Discover does take some effort to reach," he said. "Snapchat's careful introduction of this feature doesn't disrupt the familiar interface, nor does it overtly shout that advertised content has been introduced.

"However, once inside Discover, the selection of featured content outlets is interesting. Sports, weather, comedy and entertainment are all represented. Discover offers a nice variety of bite-sized video content from trusted and recognizable sources."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/cixwT5HiCao>

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