

ADVERTISING

## BMW opts out of traditional channels for campaign promoting ActiveE model

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BMW Concept ActiveE 0-100

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BMW Concept ActiveE 0-100

Since the price of running advertising via the Internet has come

down, BMW decided to turn to the online medium instead of choosing its traditional method of television ads for a new campaign promoting the ActiveE electric car.

The automaker created a four-part documentary series regarding sustainable mobility to promote its upcoming ActiveE. BMW's digital initiative can be viewed at

<http://www.bmwactivatethefuture.com/>.

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"Non-traditional advertising is essential in this campaign as BMW is reaching thought-leaders within their respective communities – an influential crowd – who spend a majority of their time online versus watching television, per the automaker's agency for

this work," said Edward Brojerdi, co-chief creative officer of Kirshenbaum Bond Senecal + Partners, New York.

"Reaching the right audience was integral for this campaign since the car is not going to be sold to a general audience and certainly not the typical BMW consumer but rather those looking for the perfect mix of luxury and sustainability," he said.

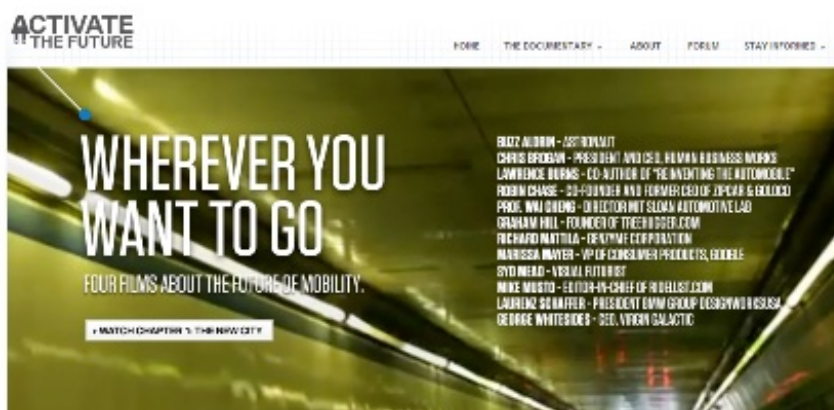
Part one of the online series titled, "Wherever You Want To Go" has already debuted. This segment deals with how the evolution of the way consumers live will affect the future of mobility.

Behind the future

The four-part documentary aims to inform consumers about the future of mobility via technology, culture, cities, the past and the present.

All of these topics relate back to BMW's vision of creating conversation on the future of mobility.

The discussion is led by astronaut Buzz Aldrin, "Blade Runner" designer Syd Mead, Google vice president of location services Marissa Mayer, ZipCar founder Robin Chase and Treehugger founder Graham Hill.



*BMW's Activate the Future homepage*

The film promises no definite answers. Rather, it starts with questions from intelligent people to generate discussion.

Visitors to the "Activate the Future" Web site are encouraged to comment throughout the documentary via the "Forum" category.

The vehicle is going to be sold through carefully curated distribution culled from a wait-list of interested owners interested in the ActiveE, which will give feedback to BMW on its eventual release of the Megacity vehicle in the third and final phase of its luxury electric vehicle initiative, according to Kwitken + Company.

Social media and advertising

BMW's recent focus on social media proves to be an effective way to reach potential customers and fans.



## BMW's ActiveE forum

The brand's involvement shows the importance of new-media strategies.

The documentary not only promotes the brand's latest electric model, but also leverages some of the social and viral characteristics of online marketing.

Creating an outlet for customers and fans to speak their minds is a great way to promote the brand and create conversation.

BMW is no stranger to creating short films. The first BMW branded short film series was created in 2001 and titled "The Hire."

## Documentary from BMW's The Hire titled "The Follow"

This new film explores the phenomenon of megacities, which most of the world's population will inhabit in the next 20 years, per Kwitken + Company.

As a result, space and modes of transportation will be some of the biggest issues affecting the world and the first chapter in the 'Wherever You Want To Go' series explores just this issue.

Final take

## BMW Documentaries Presents: "Wherever You Want To Go: The New City"

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