

ADVERTISING

BMW merges with consumer lifestyles for new 3 Series film

June 1, 2015



BMW 3 Series

By NANCY BUCKLEY

German automaker BMW is enhancing the release of its new 3 Series Sedan and Touring models through a launch film that demonstrates the vehicles as part of everyday life.

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BMW 3 Series is celebrating its 40-year anniversary in 2015, and the release of the new two models has been highly anticipated. BMW released the launch film after the initial Web reveal of the vehicles, and this likely created a greater buzz around the video as avid fans were anticipating more information.

"By highlighting a wholesome family, an active and adventurous male, and an environmentally-conscious couple, BMW is appealing to three distinct customer segments and saying, 'See yourself owning a BMW 3 Series sedan or touring vehicle.' The approach used in this launch film broadens the pool of potential buyers for the 3 Series line," said Jim Gentleman, senior vice president of account management and strategy at [SK+G](#), Las Vegas.

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

BMW was unable to respond by press deadline.

Getting a glimpse

On May 7, the brand first released images of the new BMW 3 Series Sedan and the new BMW 3 Series Touring. An album was uploaded to the brand's Facebook, an image was posted on Instagram and a few tweets were sent about the release.



BMW's Instagram post

Since the social media release, buzz around the 3 Series vehicles has died down, but with the release of the launch film, fans have gained momentum.

The film begins with scenery images of mountainous landscape. The camera moves in on vehicles driving and a young child looking out the window wearing swim goggles.

His mother and father are sitting in the front seats and the car moves through the

mountains seen in the establishing shot. The man is driving the car, but when they make a pit stop, he skateboards. Shots of him skateboarding down the mountain are embedded between footage of the car. This is likely to allude to the free feeling one gets when driving a BMW 3 Series.

After watching the fireworks over the mountains, the film moves on to a single man who is seen running through the woods, the beach and on the road. He is also seen in his BMW driving the same path. He is shown diving into the water and then the scene cuts to another man, a different story.

The third and final story features the 330e, a hybrid vehicle from the 3 Series. The driver of this vehicle seems to live a zen lifestyle as he is seen relaxing on a hammock and practicing martial arts.

Embedded Video: <https://www.youtube.com/embed/yVp1NRPJZWk>

The new BMW 3 Series Sedan and Touring. Official launch film

Seeing the three different scenarios demonstrates the diverse lifestyles BMW can fit into.

Personal touches

Melding with consumers' lifestyles and showcasing the brand's potential fit across different demographics can help reach consumers who have never considered the brand before. Other brands have had similar campaigns.

For instance, Swiss watchmaker Jaeger-LeCoultre used a realistic approach in its new advertising campaign to connect with consumers on a more intimate level.

The "Open a Whole New World" campaign featured a number of real-world individuals with careers in a wide variety of industries. By sharing these personal stories, Jaeger-LeCoultre showed that its products are attainable and compatible with a many different lifestyles ([see story](#)).

Similarly, department store chain Barneys New York aligned itself with the fight for transgender equality with an ad campaign and outreach.

Barneys' "Brothers, Sisters, Sons and Daughters" campaign featured 17 transgender individuals with diverse backgrounds and stories that will be told through a series of short films. With this campaign, Barneys showed a more personal, human side to its brand that allowed it to connect on a deeper level with consumers ([see story](#)).

"One of the hallmarks of automobile advertising is showcasing the vehicle in action – whether that be on winding hilltop roads, rugged desert terrain or along a picturesque coastline," Mr. Gentleman said. "These hero shots serve a couple of purposes. They help potential buyers envision themselves in such iconic settings while also promoting the vehicle's performance and handling capabilities. It is the rare automobile commercial where you don't see a car, truck or SUV in all its glory on a lonely, windy road."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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