

MOBILE

BMW journeys to the unknown via Periscope

October 29, 2015



BMW X1

By STAFF REPORTS

German automaker BMW is using mobile streaming application Periscope to have fans "choose [their] own destination."

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

BMW recently turned to Periscope to launch its M2 model, and now the automaker has used the platform to debut its first-ever live-action adventure, #X1WhatsNext. The adventure allowed enthusiasts to control movements and decisions via Periscope live voting throughout the day on Oct. 28.

Create your own ending

The first stream, which went live at 11 a.m. ET on Oct. 28, follows a National Geographic photographer, Jimmy Chin, and a professional rock climber, Alex Honnold, as they embark on a day-long journey in BMW's new X1.

BMW's sequential livestreams follow Mr. Chin and Mr. Honnold as they pick up the X1 vehicle; the rest of the journey is up to the at-home fans. The pair drives up to a fork that leads to two unknown destinations.

Those who follow along on Periscope could then live vote to determine "what's next" for Mr. Chin and Mr. Honnold. BMW's fans will be able to decide on the course of the adventure including where they go, their activities and how the journey comes to an end.

BMW's "WhatsNext" campaign also included tweets and Instagram posts from Mr. Chin and Mr. Honnold as they went about their adventure-filled day.

Also, the content was shared on BMW's Twitter for additional reach.

Should [@jimkchin](#) & [@AlexHonnold](#) climb or bike? Watch on [#Periscope](#) at 11am ET & decide live: <https://t.co/OKZlJkM9vU> pic.twitter.com/0o8v1hoI2V

BMW USA (@BMWUSA) [October 28, 2015](#)

For the #X1WhatsNext campaign, BMW worked with agency [KBS](#).

Similar to BMW's Periscope reveal of the M2, British automaker Rolls-Royce introduced its latest bespoke offering

with a modern twist by broadcasting the official vehicle launch on Periscope.

"Wraith Inspired by Fashion" is a new model that aims to take the personalization of haute couture to the automobile industry. Its release on Friday, May 8 at the Pratt Institute's Women of Influence in the Business of Style panel discussion was streamed live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.