

INTERNET

Beauty meets beast in BMW, Gigi Hadid digital effort

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Gigi Hadid for BMW

By STAFF REPORTS

German automaker BMW is keeping all eyes on supermodel Gigi Hadid in its promotion for the new M2 Coupe.

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After a short period of teasers on social media, which included campaign stills and short video clips of Ms. Hadid getting in and out of BMW's M2 Coupe, the automaker has launched the "Eyes on Gigi" Web site. In a "beauty, meet beast" approach, Ms. Hadid wears a bright red dress complementing the vibrant blue paint of the M2 Coupe, creating a stunning visual among a desert racetrack setting.

Where's Gigi?

The interactive global campaign, including 360-degree video, was created by KBS and Serviceplan.

In a 45-second clip, Ms. Hadid is shown walking toward a trio of M2 Coupes lined up on a racetrack. She steps into the middle vehicle and is soon joined by two other M2 Coupes.

The five vehicles then speed down the raceway together, weaving and cutting each other off, making it difficult for the viewer to track which car Ms. Hadid had entered. As the M2 Coupes drive along, details of the model are shown, and given the attention needed to follow Ms. Hadid's, it is likely that consumers are more aware of the vehicle's design.



Gigi Hadid for the BMW M2 Coupe

At the video's end, the M2 Coupes drive up to numbered spots while a text overlay directs viewers to "take a guess at eyesongigi.com." When on the Eyes of Gigi Web site, consumers can select one of the five cars. When any of the

options are chosen a short video plays.

If the wrong car has been selected, the M2 Coupe driver shakes his head, gives a thumbs down, points in the right direction or takes a nap. When the correct M2 Coupe is selected, Ms. Hadid steps out of the passenger side, leans up against the door frame and smiles.

The BMW M2 - Eyes on Gigi Hadid

On the Eyes on Gigi [Web site](#), BMW has also included a 360-degree version of the film for consumers looking to up the ante of the challenge. A "learn more" prompt is also available for consumers' whose hearts were stolen by the M2 Coupe.

As one of today's most in-demand models, Ms. Hadid has joined other brands in lighthearted efforts that feature a take on gaming.

For instance, U.S. fashion label Michael Kors' namesake founder showed his playful and humorous personality with Glamour Games.

In the video, Mr. Kors played a game of fashion-themed Pictionary with Ms. Hadid, who has walked in the brand's runway presentations. The humorous interactions between Mr. Kors and Ms. Hadid shined light onto their personalities outside of their work and shows the bond between designer and model ([see story](#)).

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