

AUTOMOTIVE

Top 10 automotive marketing efforts of H1

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Mercedes-Benz Fashion Week Berlin Spring/Summer 2017

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As consumers' desires shift from materialism to experiential, automakers have been pressed to adapt.

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While the change has prompted some automakers to tie their vehicles into travel, brands have not lost sight of their primary product. Through new methods of advertising and product makeovers, the vehicle has developed into the centerpiece of a lifestyle.

Here are the top 10 automotive marketing efforts from the first half of 2016, in alphabetical order:



Aston Martin Art of Living

Aston Martin goes beyond vehicles

British automaker Aston Martin is diversifying its brand by highlighting the Art of Living.

The Art of Living campaign compiles a selection of products and experiences that go "Beyond Beautiful Cars" to develop a more cohesive branded lifestyle. Automakers have been following consumers' move toward the experiential, and the Art of Living initiative primes Aston Martin to harness the purchasing power of those commercials ([see story](#)).



Bentley Extraordinary World promotional image

Bentley brings consumers South

British automaker Bentley Motors is introducing a handful of clients to the extraordinary world of South America.

In September and October, Bentley will welcome just 40 guests to Bolivia and Chile, where on- and off-road adventures in some of the world's most stunning landscapes await. Consumers' interests have gravitated toward the experiential end of the spectrum, and automakers are responding with exclusive trips abroad ([see story](#)).



BMW ReachNow app

BMW reaches out

German automaker BMW is extending its commitment to mobility with the new ReachNow brand.

ReachNow, launched in Seattle on April 12, is the American counterpart to the growing European "DriveNow" brand, offering on-demand mobility to metropolitan dwellers. Supplementing its traditional model with a move into the mobility sector will help BMW remain a major player in the automotive industry among a larger group of consumers ([see story](#)).



Ferrari GTCA Lusso

Ferrari gets social

Italian automaker Ferrari is tapping into its fanbase's passion with the launch of an interactive content platform.

SocialSF All Access, created by the racing team in a partnership with Santa Monica's RED Interactive Agency, provides racing enthusiasts with a gamified platform to access and share exclusive content. The loyalty of Ferrari racing fans and gamification elements will ensure that the brand's message extends into wider circles on social media ([see story](#)).



Tile integration app

Jaguar Land Rover jogs memories

British automaker Jaguar Land Rover is saving consumers' time with more than its vehicles' performance.

The automaker has integrated a Tile Bluetooth tracking device into its cars, helping drivers ensure they have everything they need as they get into their cars. Beyond fitting into Jaguar Land Rover's technological focus, the time-saving service will likely be welcomed by more forgetful drivers ([see story](#)).



Lexus GS F

Lexus experiments with haptics

Toyota Corp.'s Lexus is promoting its GS F in an unusually tactile manner.

The automaker, along with its advertising agency Team One, has partnered with marketing platform Opera Mediaworks and haptic technology licensor Immersion Corporation to design a mobile advertisement that causes the phone to vibrate to recreate the feeling of driving the vehicle. A novel advertisement that engages the consumer's senses in a new way will make a stronger impression, likely leading to increased conversion rates ([see story](#)).



Jude Law at "The Life RX" live performance

Lexus brings ads to life

Toyota Corp.'s Lexus is highlighting the carefully crafted nature of its 2016 RX with a "bespoke performance" in London.

One hundred guests were invited to the Mondrian hotel on Feb. 10, where they assumed the role of star in their own unique show, creating a live theatrical interpretation of the television spot "Live the RX Life" starring Jude Law. While the surprise performance may have only been witnessed by a select few, Lexus captured the event via 360-degree filming techniques including hidden cameras, and the footage will be shared with viewers at home ([see story](#)).

Mercedes ignites desire

German automaker Mercedes-Benz is taking inspiration from the fashion world to showcase its rebel model.

The brand's spring/summer 2017 fashion campaign and accompanying film presents the brand's CLA, "the rebel of the Mercedes-Benz family." Highlighting fashion ties also allows Mercedes to put a moodier spin on its advertisements, making them more conspicuous in the minds of consumers ([see story](#)).



Rolls-Royce Black Badge insignia

Rolls-Royce goes dark

British automaker Rolls-Royce Motor Cars is showing its dark side to attract risk takers and self-empowered, self-confident youth.

"Black Badge," a darker, more confident and more powerful Rolls-Royce, will take shape in a permanent Bespoke series targeting goal-oriented and self-made young affluents. The new series is a significant makeover for Rolls-Royce, but is being implemented in response to a changing consumer base and habits ([see story](#)).



Radio Flyer x Tesla Model S

Tesla redefines "entry level"

U.S. electric automaker Tesla Motors is giving its Model S an overhaul to appeal to an untapped segment of the market.

The automaker has partnered with Radio Flyer, known for its iconic little red wagons and tricycles, to create a mini Tesla Model S ride-on vehicle for children. Toymakers have produced models of automobiles for generations, but given the shift in consumer consciousness for electric vehicles, Tesla's partnership with Radio Flyer may translate to sales later down the road ([see story](#)).