

AUTOMOTIVE

BMW action shorts series celebrates anniversary with reboot

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Dakota Fanning stars in BMW's [The Escape](#)

By BRIELLE JAEKEL

German automaker BMW is taking a page from Hollywood and rebooting its celebrity-packed action film series, located online.

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Social media users and television viewers are being enticed by **BMW** with teases for its upcoming short film, featuring actors Clive Owen and Dakota Fanning. The film series, airing on [BMWfilms.com](#), is a new generation retelling of its early 2000s films featuring Mr. Owen as a driver in conflict situations, appealing to the masses.

"BMW has relaunched BMW films in an effort to raise brand awareness in what was a very successful campaign back in 2000/2001 with various well-known filmmakers and a cameo by Madonna," said Brett J. Levin, automobile consultant at [Driveanything.com](#). "Which signifies BMWs desire to revisit the campaign that was not only successful when it was launched over 15 years ago, but in addition make a connection with the excitement of owning a BMW in an entertaining and engaging way."

Nostalgia and Hollywood

BMW is showing off its automobiles in a manner that appeals to the general public. By inserting its brand image in an action-packed setting with a suave frontman completing daring driving stunts, the automaker creates an image of cool that entices consumers to think that if they drive a BMW they will be like Mr. Owen.



Clive Owen is featured in BMW's newsletter ads

The Escape by BMW Films will air on Oct. 23 on BMWFilms.com, available to anyone. BMW is sharing a teaser trailer leading up the short's release on television as well as online outlets.

Starring Mr. Owen and Ms. Fanning, The Escape trailer shows a scared young women who seems to be being hunted down by the military and escorted by the savvy driver. BMW not only tapped into star power for its actors, but Academy Award winner Neil Blomkamp directed the film.

Mr. Blomkamp is known as the director for "Elysium" and "District 9." The Escape lands on the 15 anniversary of the original BMW series.

The notion of campaigning for cool is a significant tool that drives many luxury vehicle brand initiatives, but BMW is attempting to go above and beyond. First launching in 2001 and 2002, BMW took notes from Hollywood to emphasize its own branding in the action film genre by casting a well-known actor and established directors.

The Escape official teaser trailer

Now, the brand is following another Hollywood trend that has jumped in popularity by rebooting an old series. With nostalgia becoming a major interest of consumers, Netflix and other streaming services are now producing reboot after reboot, and viewers are flocking to them.

Mr. Owen is reprising his role as the driver, the character originally featured in BMW's eight online films under The Hire campaign. Each film consisted of a different story, some with cameos from other celebrities such as singer Madonna and actor Mickey Rourke.



Bmw's teaser for The Escape

BMW is also sharing a behind-the-scenes film leading up to The Escape's online featuring the actors and directors discussing the project.

BMW and film

The Escape film is one of many recent pushes into video made by BMW. The German automaker also enhanced the release of its new 3 Series Sedan and Touring models through a launch film that demonstrated the vehicles as part of everyday life.

BMW 3 Series celebrated its 40-year anniversary in 2015, and the release of the new two models was 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 ([see more](#)).

In March, BMW similarly attempted to raise awareness with prime product placement in a new kind of movie.

"Late Shift," created by CtrlMovie with new technology that allows the viewer to make decisions that influence the course of the story, prominently features the BMW i8 and BMW X5 M, with appearances by other vehicles. Having a big part in an innovative creation helps BMW assert its own success on those fronts ([see more](#)).

"In an effort to be a leader in the market for luxury an entry-level luxury vehicles, BMW is trying to relaunch a campaign that was previously successful in resonating with potential BMW purchasers," Mr. Levin said. "It's also a way of connecting with those current and past customers of the brand that may have moved to other makes of the BMW ownership experience.

"If the new campaign follows what was a very successful campaign 15 years ago, they were very high-quality artistic short films that did a very good job at engaging all people regardless of their interest and automobiles about BMW," he said.

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