

AUTOMOTIVE

## BMW touts electric vehicle progress via Wired placement

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*BMW ad on Wired's Photo site*

By STAFF REPORTS

German automaker BMW is appealing to the technology-minded readers of Cond Nast's Wired magazine by sponsoring the publication's newly redesigned photography hub.

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Wired has given its photo site a new homepage and a full-bleed gallery layout, giving the featured imagery from photographers such as Dan Winters and Elinor Carucci a larger frame. BMW is leveraging this image-driven site as a platform to promote its i3 model in a visual manner.

### Visual narrative

Wired's photo site previously received 5 percent of its total traffic. The publication is looking to build up the user experience through a new look.

Bringing the photo to text ratio to the homepage, the traditional article layout is traded in for a continuous stream of photography ribbons, with minimal copy overlaid.

When the reader clicks on a gallery, they are directed to a new page. Here, the slideshows take up the entire screen, with a dark border surrounding photos to make them appear more vivid.



*Wired's Photo site as viewed on an iPad Pro*

With photos scaling edge to edge of the window, the experience is optimized for all devices. Adding to the visual-first nature of the site, the text in the photo galleries can be hidden if the reader chooses.

"Photography is an integral part of how Wired tells stories and a key component of what we do. We felt it deserved its own unique canvas," said Scott Dadich, editor in chief of WIRED. "Now, no matter what screen you're using, Wired offers one of the best photo viewing experiences on the Web."

BMW is integrated on the photo hub via banner and display ads, some of which appear amid the gallery listings on the homepage. Due to the low amount of text, the brand's "Progress has never gone so far" tagline stands out.

The ads also feature on individual gallery pages, with placements focused on promoting the i3's range extender, which allows the driver to travel up to 180 miles before charging.

While BMW has used digital channels to promote its i3, it has also turned to more traditional luxury methods to position the vehicle.

BMW is entering a global partnership with private member's club Soho House Group to spread awareness of the i3 model.

The partnership includes providing BMW i3 vehicles at all 12 of Soho House's locations in Europe and North America for guests to drive and other activities. The affluent members of Soho House may become owners or even brand ambassadors after experiencing the BMW i3's capabilities ([see story](#)).

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