

AUTOMOTIVE

BMW advertises to specific users with customized video content

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Image courtesy of BMW

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Automaker BMW India is hoping to increase attendance at its BMW Festival this year by making a lasting impression through personalized videos that brings individuals into its content.

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Targeted Facebook users in India are seeing videos tailored specifically to them, incorporating consumers into the adrenaline inducing content. BMW's video addresses the viewer's name and location while getting their blood pumping with cutting edge footage of its vehicles completing intense driving feats.

"Ads were deployed via Facebook media and the Facebook app. The Facebook media ads were commercials that referred to the user's location, which is highly unusual and as far as we know, a first in India," said Eric Frankel, CEO/Founder of **AdGreetz**, the platform behind the campaign. "With regard to the Facebook app, consumers saw a display ad that advised they had a personalized video message from BMW in their respective city—for example, New York.

"Upon clicking, they were asked to 'allow' us to utilize their Facebook profile or type in their name, and then, in less than one twentieth of a second, AdGreetz' proprietary video platform dynamically produced a commercial for that user that referred to them by name and location," he said.

BMW partnered with AdGreetz to create the campaign.

Personalization matters

Facebook users that fit within BMW India's coveted demographic, users who are likely to be interested in BMW Festival, are seeing a new wave of videos that market directly to them. The automaker's videos start out by grabbing the user through the use of their name.

A BMW vehicle whirs by, stirring up dust in its path, while the viewer's name quickly appears. The video then prompts the viewer to "experience sheer straights forward" and "sheer thrills," then includes whichever city they are located in, or what is listed on their Facebook profile.

For instance, after the video shows the images of a BMW driving through a closed course, the sentence concludes

with the location. For instance, “experience sheer straights forward, sheer thrills in New York.”

Fast-paced editing and close ups give the video an edge while exciting the viewer. The personalization makes a lasting impression on viewers with its innovation.

While the experience opens up the door for the creep versus useful debate, the video is at the very least honest with viewers. Within the footage it is obvious that information is coming from their profiles and that is being used within the video.

Other marketers tend to subtly introduce marketing tactics, derived from learning about the users, which can come off as invasive if they are not up front.

The campaign launched on Nov. 16 and has seen more than 120,000 qualified views. BMW’s ads only appeared to those that fit within the targeted audience.

BMW innovation

BMW has incorporated a wide range of innovative advertising strategies. For instance, the German automaker is at the start of what could be a dramatic shift in the television advertising industry by allowing users to interact through their remote controls.

Consumers with smart television sets such as Roku will be able to interact with new BMW ads for a more personalized and helpful ad experience. Interested users can grab their remotes to view a BMW X1 in various colors or different angles while the ad is playing ([see more](#)).

BMW also took a page from Hollywood and rebooted its celebrity-packed action film series, located online.

Social media users and television viewers were enticed by BMW with teases for the short film, featuring actors Clive Owen and Dakota Fanning. The film series, which aired 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 ([see more](#)).

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