

AUTOMOTIVE

BMW i focuses on sustainability and innovation for Coachella

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BMW i Road to Coachella

By BRIELLE JAEKEL

German automaker BMW is driving unique pushes leading up to an event that is heavily rooted in experiential innovation with a multifaceted campaign that spans digital and physical realms.

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To celebrate the upcoming Coachella Valley Music & Arts Festival, held on the weekends of April 14-16 and April 21-23 in Indio, CA, BMW has commissioned a video following German composer Hans Zimmer in his performance preparation. A VIP lounge on festival grounds, shuttle service and road trip will further support the automaker's Coachella presence for its sustainable subset.

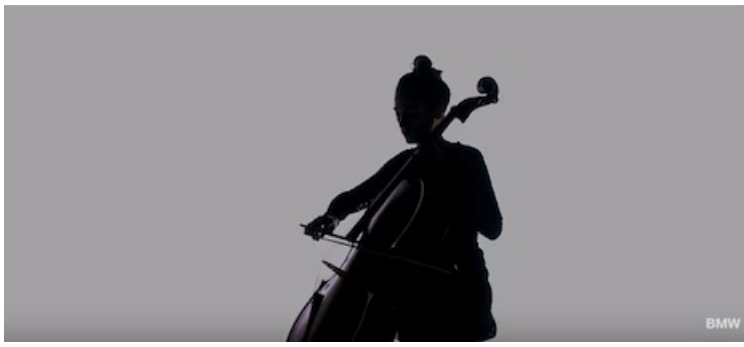
"BMW is attempting to show the emotional connection that one gets from driving or experiencing one of their vehicles," said Brett Levine, automobile consultant at Driveanything.com, Huntingdon Valley, PA.

"By honing in on the emotions and feelings that those that highlight the Coachella Festival go through before and during the process of performing they draw an emotional tie to how one may feel interacting with their products."

Mr. Levine is not associated with **BMW**, but agreed to comment as an industry expert. BMW was reached for comment.

Emotional experiences

Coachella is known for unique experiences in performance and installation throughout the festival. BMW is capitalizing on this idea of innovation and futuristic initiatives with its accompanying campaign for its BMW i electric vehicle branch, which focuses on sustainability.



BMW's #RoadToCoachella

The automaker has published a video that interviews Mr. Zimmer discussing the ideas behind his performance for Coachella.

BMW weaves the interview together with images of its vehicles and music performances written and directed by the composer.

Beginning with close up shots of the BMW i8 hybrid electric sports car and a cello player, Mr. Zimmer explains, "It is an adventure, for both the audience and for me."

A score is played throughout the video with a tone of excitement that leaves viewers feeling as though something big is coming. Mr. Zimmer goes on to discuss his thought process in how his performance at Coachella should be.

He describes the choice between being the "pretentious classic film composer," with a grand piano on stage or doing something more dangerous with a 70-piece orchestra.

BMW's #RoadToCoachella

The composer talks about what it feels like to plan such an untested performance style and how one needs to be in the moment. He chose to nix the idea of a conductor and told performers to memorize music and be in the moment.

As Mr. Zimmer continues to discuss Coachella and the music swells, other performers are shown preparing for the festival as well. Artists such as Galantis, War Paint and Group Love are shown packing, playing and getting ready until finally loading into respective BMW i8 hybrids.



BMW's Coachella wrap

BMW i's film ends with Mr. Zimmer saying, "Play, just play," and the i8 hybrid driving off alongside windmills for a dramatic emphasis on sustainability. The automaker then encourages viewers to, "Share your #RoadToCoachella."

BMW on-site activations

A fleet of BMW i3 vehicles outfitted in a special wrap for the festival will be present at Coachella and used as shuttles around the grounds.

BMW i8 cars with another wrap designed for Coachella will take a road trips from Palm Springs and Los Angeles to the festival as part of a social influencer campaign.

Festival-goers will be able to interact with BMW i vehicles up close and personal at the brand's Coachella VIP area. The VIP installation is not BMW's first foray into experiential booths. As the "Central Feature" installation of the 2016 United Kingdom's Goodwood Festival of Speed was an installation celebrating BMW's 100th anniversary. A large sculpture at the festival featured the BMW 328 Mille Miglia Roadster, the V12 LMR that won Le Mans in 1999 and the 1983 Formula 1 Brabham-BMW BT52.

Brands often reach out to be a part of Coachella, as it is not only an extremely popular and innovative event, but it is also known as a hub for affluent millennials. To complement the sculpture, BMW brought a lineup of classic vehicles to the festival, as well as concept cars from the brand's Vision Next 100 ([see more](#)).

Swiss watchmaker Tag Heuer reached out to the younger generation through a partnership with Coachella Valley Music & Arts Festival as well.

Tag Heuer became the official watch of last year's event, sponsoring the two-weekend affair in Indio, CA. Music festivals are becoming a sought after venue for luxury brands looking to reach the millennial consumer who will be their customers of tomorrow ([see more](#)).

BMW i is hoping its campaign surrounding its on-site activations for Coachella will make a dramatic impact on consumers.

"The commercial highlights BMW's i model lines and electric vehicles, those that are on the cutting edge of technology and blending that into the organic and emotional," Driveanything.com's Mr. Levine said. "This helps to create a sense to the viewer of how one may feel interacting with them."