

AUTOMOTIVE

BMW highlights exclusivity with campaign highlighting how its cars are “too much”

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BMW's "Too Much" campaign focuses on features of its cars that may turn away some customers

By DANNY PARISI

Germany's BMW is promoting the BMW M vehicle line with a cheeky new video series that advertises the models based on some of the perceived negative aspects that non-BMW owners might have about the automobiles.

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The "Too Much" campaign points out the many ways that BMW Ms are "too much" for most people, and in turn only BMW owners can handle the cars. The short videos take a comedic tone on the ins and outs of owning a BMW.

"I think it's a smart content strategy," said Michael Mirafior, senior vice president, global head of futures and innovation at [Blue 449](#), New York. "BMW knows its customers and prospects well enough to recognize that the typical M series consumer is not the same as a mainline consumer.

"Those who seek the M badge know that they are paying a premium to make some practical sacrifices in order to accommodate performance enhancing modifications. This series speaks specifically to that audience.

"I love that it takes more of a comedic, everyday-driver tone. In my opinion, a lot of car advertising is too serious or a bit too whimsical (ex: helicopter shots of driving through winding roads atop mountains), so it's a breath of fresh air to have a lighter tone with relatable characters and situation."

Too much

Luxury brands have always sought to distinguish both their products and by extension their customers from others to create an air of exclusivity.

This is accomplished in a number of ways and gives their customer base motivation to purchase their products as a way of discerning themselves from the common consumer. Usually this is done through subtle delineations between luxury products and everyday counterparts.

BMW is embracing this philosophy in a more on-the-nose way with a new video series titled Too Much.

In a series of short 30-second videos, the brand makes the case that for many normal consumers, BMW M, "M" standing for motorsport, is too much in a number of ways: too fast, too extreme, too expensive, too edgy and too

loud.

The obvious implication is that while others may be put off by these attributes, they are the exact kind of thing that would draw a BMW owner.

For example, in one video, a man stops his BMW and comfortably exits the vehicle. Meanwhile, an older woman riding in the passenger seat is visibly annoyed at the car's sleek design and how low it is to the ground.

BMW's Too Much campaign

She bumps her head on the door opening and needs help getting out of a car with such a low, streamlined design. The man smirks, aware that the same thing that is annoying the woman is what delights him.

The other videos take similar tacks, pointing out that the car is too sensitive, causing a woman to bar entry to her pristine vehicle for a man carrying two large ice cream cones, dreading the inevitable drips that will ruin the pristine interior.

BMW's videos are humorous and light-hearted, a deviation from standard luxury advertising which tends to emphasize mood and atmosphere over clever visual humor.

Exclusive fare

Some of BMW's recent campaigns have also focused on an exclusive message. A recent campaign for its BMW i and sustainability initiatives focused on a highly-exclusive music festival, Coachella.

To celebrate the Coachella Valley Music & Arts Festival, 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 ([see story](#)).

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But the brand has also branched out to more open-ended initiatives, such as free concerts.

BMW has an established partnership with the London Symphony Orchestra, which was founded six years ago in the core belief that music should be accessible to everyone. As part of the BMW LSO Open Air classics series, the automaker will present a free concert at London's Trafalgar Square on May 21 at 6:30 p.m ([see story](#)).

While these free, open-to-everyone events are an excellent way to get attention on the brand, BMW is relying on ads that highlight the cars' exclusivity to seal the deal for customers.

"These character-driven spots that are full of personality can either supplement a more general mass (TV oriented) spot, and/or be targeted programmatically to reach very specific consumers who can relate to the niche content," Mr. Mirafior said. "With these videos for example, BMW can explicitly target consumers who are considering a high performance luxury vehicle and are fans of comedy, have reached a new life stage, or are foodies.

"Matching the themes of the videos to the appropriate consumers adds value to the overall brand experience."