

AUTOMOTIVE

Top 10 automotive marketing efforts of H1

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BMW's history in paintings by Adrian Mitu. Image credit: BMW

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With technology driving significant innovation in the automotive industry, automakers are keeping marketing themes consistent by using various methods to share unique and attention-grabbing campaigns.

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Interactive social media elements are fluid through a number of campaigns from auto brands, but onsite activations leverage augmented reality and technology to make an impact. A series of films leverage a multitude of themes such as comedy, action and emotionality to forge a connection to consumers.

Here are the top 10 automotive brand efforts from the first half of 2017, in alphabetical order:



Tom Brady was recently appointed as an Aston Martin ambassador. Image credit: Aston Martin

British automaker Aston Martin showed off its athleticism with a long-term partnership featuring a new face for the brand.

Aston Martin's "Category of One," was the start of a brand ambassador program with NFL quarterback Tom Brady. Aston Martin is hoping to align its brand with the prestige of Mr. Brady's career ([see story](#)).



Audi's lunar quattro in the upcoming film Alien: Covenant. Image credit: Audi

German automaker Audi brought its engineering expertise to space exploration and now to Hollywood with its participation in the new "Alien" film franchise.

The Audi Lunar Quattro is an actual rover developed for exploration by the automaker and is preparing to begin a mission on the Moon. In the film "Alien: Covenant," Audi's rover will be taking on a mission on the big screen, as it will make an appearance in the movie ([see story](#)).



A still from Cao Fei's accompanying short film. Image credit: BMW

German automaker BMW unveiled its latest vehicle in the Art Car series, which was designed by Chinese multimedia artist Cao Fei.

Ms. Fei is a young artist who works with virtual and augmented reality to address the future of mobility and digitized driving. BMW Art Car #18 was unveiled at the Minsheng Art Museum in Beijing on May 31 ([see story](#)).

German automaker BMW painted a picture of its last 100 years, as part of the growing number of brands continuing to lean on art for a luxury perception.

The "Blue Coffee" exhibition, named for BMW's iconic color and the medium of which the art was made, came to the United States. BMW's exhibit opened May 19 and features paintings that represent the past 100 years of the automaker's narrative ([see story](#)).



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

Germany's BMW promoted 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.

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 ([see story](#)).



Lexus shows off the power of its engines. Image credit: Lexus

Toyota Corp.'s Lexus tested moviegoers' ears with a new theater advertisement that looks to entertain viewers while showing off its vehicle's power.

In a new theater advertisement, guests were prompted to identify which automaker is being heard, solely by the sound of its engine. The gaming-like ad touted the Lexus LC 500 in a manner that gets viewers to pay attention ([see story](#)).



Life-sized McLaren Lego replica. Image credit: McLaren

British automaker McLaren made its presence known at the Goodwood Festival of Speed June 29 to July 2 by inviting attendees to build a McLaren, but with a twist.

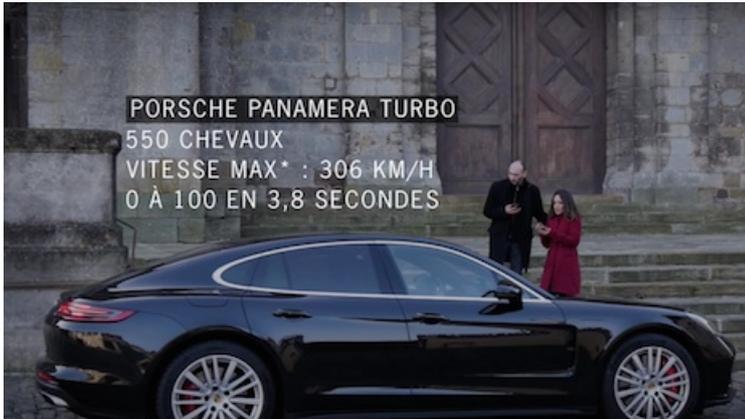
Expanding on its existing relationship with toy brick maker Lego, McLaren transported a life-sized version of its 720S to the festival. However, the Lego supercar arrived incomplete and festival-goers were able to help assemble it throughout the event at McLaren's stand ([see story](#)).



McLaren is challenging the best gamers in the world. Image credit: McLaren

British automaker McLaren looked for a new addition to join its team and is pitting the best gamers in the world against each other for the coveted position.

"World's Fastest Gamer" is the supercar brand's campaign to find the best talent to its brand as a simulation driver. Gamers around the world are competing to earn the spot as finalist at McLaren's headquarters in the fall ([see story](#)).



Porsche is one of the top brands on the platform. Image credit: Porsche

Germany's Porsche injected a bit of danger into the promotion of its new Panamera Turbo when the automaker took unwitting customers onto a racetrack and filmed the response.

The campaign saw everyday French customers ordering transportation from a ride-sharing service, only to be picked up in a souped-up Porsche driven by FIA WEC champion Romain Dumas, who takes them on a wild ride. Porsche's strategy is playful and even a bit edgy, as not every customer is totally happy with the impromptu race ([see story](#)).



The Fred Astaire Phantom I from Rolls-Royce. Image credit: Rolls-Royce

British automaker Rolls-Royce Motor Cars celebrated the history of its most iconic vehicle with a special exhibition that gathered together stories alongside its most famous models.

Mayfair, London acted as host to eight Rolls-Royce Phantom models in the automaker's latest exhibit. Rolls-Royce surprised fans throughout the last month, announcing the list of models one by one ([see story](#)).

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