

AUTOMOTIVE

Bentley content hub hopes to inspire consumers' own Continental Stories

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Sketch of a Bentley Continental. Image credit: Bentley Motors

By BRIELLE JAEKEL

With an emphasis on craftsmanship and power, British automaker Bentley Motors is weaving together a series of stories to tout its Continental GT model.

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Bentley's "Continental Stories" is a series of campaigns all centered on the Continental model through various initiatives. The automaker is closely aligning its brand with art and pure performance power with various measures such as an art collaboration and private jet partnership.

"The importance of the campaign," said Marie Driscoll, CEO of Driscoll Advisors, New York. "This is a new Bentley, an introduction to a new generation of car buyers that repositions Bentley from a staid, safe luxury automobile to a fast colorful fast car that is worth considering.

"The color and the speed evoke emotions and capture the interest of potential buyers," she said.

Continental campaigns

Bentley has collected a series of campaigns to promote its Continental GT, comprised on a digital hub.

Its recent Continental Stories was made in part with British Pop artist Sir Peter Blake, who redesigned the vehicle for charity. The car was designed with varying colors throughout and a big red heart on the hood and Sir Peter Blake's signature for a license plate.



The special designed vehicle sold at auction during the Goodwood Festival of Speed for which the proceeds went to

the charity Care2Save.

Bentley also recently worked with Breitling to create the instrument panel in the Continental. The automaker is sharing various content on social media to leverage the partnership.



A dedicated Web page features information regarding these campaigns, encouraging users to start their own Continental Story by contacting a local dealership.

Bentley marketing

Bentley also recently worked to fill its customers' needs beyond purchasing vehicles with a new innovative piece of technology.

The automaker is sharing a new concierge feature on its application that will allow Bentley to pursue endeavors in rental services. Only available to current Bentley owners, the app allows users to request a vehicle on-demand for temporary occasions ([see more](#)).

Bentley Motors was also the latest automaker to align its brand with the yachting industry, as it partners with Princess Yachts for its newest convertible.

Mulliner, the bespoke division of Bentley, is introducing a new convertible model that is designed after a luxury yacht concept. After collaborating with Princess Yachts, Bentley's new Continental GT Convertible Galene Edition hopes to recreate a luxury yachting experience on dry land ([see more](#)).

"The campaign is unique in its use of stories and vignettes as a method to create emotional resonance with consumers," Ms. Driscoll said. "Aspects of the story line appeal to one's sense of self and the creation of one's own story line, a brand can enhance an individual's 'story'.

"The nearly limitless power Bentley conveys in the videos, the command of the terrain and the speed will appeal to a new generation of potential Bentley owners that may have thought the car more appropriate for their grandfather and his chauffeur," she said.