

AUTOMOTIVE

BMW looks to thrill audiences with blockbuster product placement

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The BMW M5 appears alongside Tom Cruise in the new Mission: Impossible film. Image credit: BMW.

By SARAH RAMIREZ

German automaker BMW is returning to the silver screen as the exclusive automotive partner for the newest installment of the Mission: Impossible film franchise.

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BMW has launched a "Mission to Thrill" marketing campaign to coincide with the theatrical release of "Mission: Impossible Fallout" on July 27. Since 1996, the Mission: Impossible franchise has grossed more than \$900 million dollars, according to [Box Office Mojo](#).

"Our cars fit perfectly into the highly dynamic world of Mission: Impossible, and we always use the opportunity to showcase future technologies or design concepts," said Julian Hetzenecker of [BMW](#). "Besides that, we push the film release with a branded campaign."

BMW and the IMF

The trailer for Mission: Impossible Fallout is a showcase for Tom Cruise's return as Ethan Hunt and the Impossible Mission Force (IMF), as well as the new BMW M5. Other BMW models featured in the film include the 1986 BMW 5 Series Sedan, the BMW 7 Series Sedan and the BMW R nineT Scrambler motorcycle.

BMW has also shared advertisements for the new M5 on its social media channels, which include additional action scenes from Fallout featuring the sports sedan. The use of the iconic Mission: Impossible score immediately captures the viewer's attention.

The perfect fit for any agent. The [#BMW](#) [#M5](#) is at hand in the new Mission Impossible - Fallout, only in cinemas. [#MissionImpossible](#) [#MissionToThrill](#) [@MissionFilm](#) <https://t.co/mwMzZahRPt>
pic.twitter.com/dFnjsuzs6z

BMW (@BMW) [June 7, 2018](#)

BMW is promoting the new M5 in a "Mission to Thrill" campaign in conjunction with the latest Mission: Impossible film. Credit: BMW

The spot shows the M5 intercut with scenes from the movie, including Mr. Cruise pushing an antagonist against the hood of the car in one scene and driving on an airport runway in another clip. Mr. Cruise also speeds through Paris on a BMW R nineT Scrambler.

In another scene, Mr. Cruise is seen maneuvering a helicopter, and he later tries to avoid a potential crash between his vehicle and a truck. The selected moments from the movie radiate with excitement before the spot fully reveals BMW's M5.



The BMW R nineT Scrambler is also featured in several movie stunts. Image credit: BMW

In addition to the co-branded M5 video spot, the "Mission to Thrill" campaign will highlight a range of different vehicles through print and digital ads, as well as dealer activations.

"Luxury marketers place their imagined best prospects wherever they most desire to be," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Mission: Impossible is testimony to BMW's DNA.

"Films provide the ultimate product demonstration," he said. "This is BMW at its best."

Cinematic product placement

When it comes to product placement, BMW has a history of getting creative.

In addition to partnering with film franchises, BMW recently worked with game developer Zynga to introduce the BMW M2 Competition model to Zynga's augmented reality mobile racing game CSR Racing 2. The partnership allowed BMW to promote its new model to Zynga's large following of mobile games ([see story](#)).

BMW's "Mission to Thrill" campaign marks the third time the automaker has partnered with the blockbuster franchise.

2015's Mission Impossible Rogue Nation featured the IMF team using BMW'S ConnectedDrive solution as a way to be connected between the driver, car and environment. BMW vehicles were also used in automotive stunts filmed around the world in 2011's Mission Impossible Ghost Protocol ([see story](#)).

"It became a tradition for BMW to be part of the Mission Impossible franchise," said BMW's Mr. Hetzenecker. "We always aim for something higher than a mere product placement and want to achieve mutual benefit."