

MOBILE

BMW shakes up 7 Series with interactive banner ads

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By RACHEL LAMB

German automaker BMW is pushing its flagship 7 Series models with an interactive, engaging iAd where consumers can shake, tap and swipe their iPhones to explore the car.



The interactive iAd is BMW's second – it released a banner ad for the X3 earlier this year. There are opportunities to get in touch with the dealer and download branded wallpapers.

“In addition to enabling connection with the more affluent audience, [banner ads] give brands the opportunity to build deep, rich experiences that mirror the quality of luxury brands,” said Elena Perez, director of marketing at Medialets, El Paso, TX.

“It's the perfect mix for engagement for luxury marketers,” she said. “Affluent users consumer premium content in an exceptionally rich environment.”

Ms. Perez is not affiliated with BMW, but agreed to comment as an industry expert.

BMW was not able to comment before press deadline.

The 7 Series is a four-door sedan with a 400-horsepower engine that goes from 0-60 miles-per-hour in 5.1 seconds.

Ultimate shaking machine

Tapping on the iAd will show the 7 Series in full view. Consumers can move the car back and forth and tap on the circles surrounding parts of the car.

The circle takes consumers to another page where they can interact with certain parts of the car, such as tapping on the headlights to brighten and dim them, or slide the hood up and down to check out the engine.



Consumers can check the engine of the car in the app

Shaking the phone will change the exterior of the car for more customization options.

The top of the screen has a drop-down menu where consumers can look at the interior of the car and interact with things such as the gear shift that plays a video or inspect the detailed leather of the seats.



BMW 7 Series interior

The drop-down menu also encourages users to sign up for a test drive via email or download wallpaper featuring the 7 Series.

Banner act

Mobile banner ads are beginning to be a popular way for consumers to push products.

Depending on what they are marketing and how consumers can relate to it, there are many different options.

For instance, jeweler Tiffany & Co. recently used banner ads to promote its new mobile application, “What Makes Love True,” which takes users to Apple’s App Store for a download ([see story](#)).

Additionally, American Express had a more engaging banner ad where consumers could listen to music and learn about the new Zync card ([see story](#)).

“Luxury marketers can and should get creative in [mobile banner] advertising,” Ms. Perez said. “They should take advantage of larger ad formats, the uniquely mobile capabilities like touch and engagement-drivers like video to showcase products and features.

“By combining high-value tablet inventory with the exceptionally rich and larger-format creative available in iPads and beyond, luxury marketers can drive deep connections with an extremely relevant audience,” she said.

Final Take

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