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## BMW takes product placement to the next level with Mission: Impossible campaign

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By KAYLA HUTZLER

German automaker BMW is centering its end-of-year marketing around its i8 and 6-series starring roles in the upcoming Mission: Impossible – Ghost Protocol movie due out in December.

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A national broadcast, print, online and in-store campaign kicked off last week that features the slogan “Mission to Drive.” The movie’s reputation for action, speed and excitement make it an ideal partner for BMW product placement and endorsement, according to the brand.

“The Mission: Impossible component is unique because we have the wonderful opportunity that our cars will be starring in the major action movie of the year,” said Stacy Morris, U.S. marketing communications manager at **BMW**, Woodcliff Lake, NJ.

“Product placement for us is a great opportunity to show the character of our cars and it gives them more opportunities to shine because of the length and the way the cars can be written into the script,” she said.

The BMW i8 line is the automaker's upcoming hybrid collection. The VisionDynamics is

the first model to arrive from the i8 collection. Pricing has not yet been released.

BMW's 6-series cars feature a 6-cylinder engine and TwinPower Turbo technology and comes complete with a Bang & Olufsen surround sound system. Prices start at \$73,600.

### Marketing mission

The BMW Vision EfficientDynamics concept car for the upcoming BMW i8 and the BMW 6-Series coupe and convertible cars are both driven by Tom Cruise's character in a number of action scenes during the movie, according to BMW.

The cars are also featured in the background of the promotional materials that the Mission:Impossible franchise will be using to promote the movie.

The BMW X3 SAV also makes an appearance in the film.

BMW is emphasizing its placement in the movies through its end-of-the-year Mission to Drive event, which features "self-destructing" sales.

The new campaign has taken over a portion of the BMW USA Web site homepage at <http://www.bmwusa.com>, allowing consumers to click through a photo gallery that features the cars and various stills from the movie.



Consumers can also watch the Mission: Impossible – Ghost Protocol trailer on the BMW Web site.

The campaign images, all of which feature the Mission to Drive slogan, also feature a small corner promotion for the movie with its title and release date.



### Driving it home

The Mission to Drive campaign will be spread across broadcast, print and online outlets as well as with a special in-store event.

The campaign images will run on Web sites including cars.com, AOL Autos and MSN Autos.

The print ads will be running across various regional outlets, per BMW.

BMW will also be using its social media pages to feature trailers for the movie and will take polls relating to the branded cars that can be found in the movie.

The automaker's Facebook and Twitter pages will also be used to alert fans to the special offers associated with the Mission to Drive self-destructing sales.

Additionally, 312 BMW dealerships are participating in an exclusive pre-screening event at their local theaters to view the movie before it is released to the general public.

Each dealer will be able to give the tickets to valued customers at its discretion.

The product placement and corresponding campaign appears to be a good fit for BMW and will likely associate the BMW brand with the excitement and celebrity appeal of Mr. Cruise and Mission: Impossible.

“The Mission: Impossible franchise is known for dynamic, action-packed, thriller movies with lots of excitement and the BMW brand and our cars are dynamic, emotional, exciting and fun to drive,” Ms. Morris said.

“That really comes through in the movie and it aligns quite well because that’s what our brands stands for and it is what the movies are known for,” she said.

### Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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