

AUTOMOTIVE

Bentley spotlights its drivers' successes in film series

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Entrepreneur Ben Weiss is one of the Bentley drivers featured in the new campaign. Image courtesy of Bentley Motors

By SARAH RAMIREZ

British automaker Bentley is celebrating individuality and creativity with a new content series featuring noteworthy friends of the brand.

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"Extraordinary Journeys" spotlights entrepreneurs, athletes and business leaders who have carved their own paths in their respective industries. The series includes short films profiling the participants, available exclusively on Bentley branded platforms and channels.

"So many Bentley stories involve our customers," said Jeff Kuhlman, chief communications and marketing officer at **Bentley Motors**, Washington. "From the early days of Bentley, customers were instrumental in earning global renown for the brand.

"The Bentley Boys and Girls ruled the greatest racetracks of the day," he said. "Today, Bentley owners are integrating Bentley stories into their life stories and their life journeys."

Drive to succeed

While "Extraordinary Journeys" is planned to be an ongoing series, it is launching with five initial subjects. The Bentley site has published profiles on every individual, along with short films and brief information about the vehicles that costar in each spot.

In one film, entrepreneur Ben Weiss shares how he created the antioxidant beverage brand Bai in his basement. As he is seen driving a Continental GT V8 and meeting with the team of his new beverage company, Mr. Weiss explains in a voiceover what obstacles he faced when starting Bai more than a decade ago.

"You can always start alone in the basement, but you can't move forward without others who share your vision and embrace it as their own," Mr. Weiss says in praise of his team. "They're the ones who make you realize it's the journey that is the triumph, to attack every new day with speed, power and determination."

In another spot, craftsman Scotty Cameron reminisces on the humble beginnings of his business making golf clubs. He is now the putter maker of choice for many of the world's best golfers, including Tiger Woods.



Pro golfer Bryan Dechambeau in his Bentley V8. Image courtesy of Bentley Motors

Craftsmanship is at the root of Mr. Cameron's designs, but much like Bentley he has also embraced technology to better serve his clients.

Staying within the golf world, Bentley also tapped professional player Bryson Dechambeau. In his vignette, he talks about his unconventional golfing style, his learning process and how he rose to an elite level of play.

"In order to be successful, you have to have risk and you have to be okay with failing," Mr. Dechambeau says. "And if I can inspire people to be better and inspire people to work as hard as they can those types of people who are willing to be different, willing to take a risk that's who I know I am."

Film producer Roxanne Avent Taylor, the first woman and Black person in the series, discusses her leadership style and balancing business and family in Hollywood.

As the cofounder of Hidden Empire Film Group, Ms. Taylor and her husband and business partner, director Deon Taylor, finance, produce, market and distribute all their own feature films. She also discusses her Los Angeles-based mentorship organization, CLIMB.

Roxanne Avent Taylor's films have grossed more than \$100 million at the box office

Rounding out Bentley's initial lineup is Jim Moore, former creative director of GQ magazine. The fashion icon explains how his creative process has evolved over his decades-long career.

"I didn't take any shortcuts and I can be a little tough on people who want to take shortcuts," Mr. Moore admits in his film. "When I talk to young people and I see a fire in them they're in it to win it that excites me."

Monthly updates to the "Extraordinary Journeys" series will continue, touching on the familiar themes of ambition, teamwork and passion.

"We'll continue to focus on the story of Bentley customers," Mr. Kuhlman said. "Each story is unique and hopefully viewers will take away a few insights from these life journeys."

Marque marketing

As a leading luxury marque, many of Bentley's advertising campaigns have focused on its heritage, as well as its dedication to craftsmanship and innovation.

These themes were central to many of the automaker's centennial campaigns in 2018 and 2019.

The 2018 short film, "Together We Are Extraordinary," tells the story of Bentley and its achievements, starting with founder W.O. Bentley. Much like Bentley itself, the campaign advanced technology to create a striking end result ([see story](#)).

In a more recent effort, Bentley invited consumers into the world of the Continental GT Speed, showcasing its sleek agility and advanced technologies. In a surreal twist, it shows a man's clothing and belongings morph during a morning drive ([see story](#)).

This latest campaign puts the consumer back in focus, rather than solely emphasizing technology.

"Bentley is one of the most well-known luxury brands in the world," Bentley's Mr. Kuhlman said. "Unprompted, nearly anywhere in the world, when asked can you name a luxury automotive brand?, 80 percent of high-net-worth consumers will name Bentley.

"We're also a 100-year-old brand, which means that we also have to ensure that we share the contemporary story of Bentley," he said. "When customers and ambassadors are the authors, their passion turns others on to what gets them excited about Bentley."

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