

AUTOMOTIVE

BMW taps Christoph Waltz in hilarious Christmas effort

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Academy Award winner Christoph Waltz goes to great lengths to avoid the BMW Christmas party. Image credit: BMW

By KATIE TAMOLA

German automaker BMW is spreading the Christmas cheer with a new vignette.

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Putting a modern spin on an iconic holiday figure, the automaker casts its own Scrooge in the form of Academy Award winner Christoph Waltz, all in an entertaining feat. With fun cameos, delicate crafting of light-hearted suspense and humor, BMW crafts a fun Christmas story.

"This campaign is effective because it is light-hearted and Mr. Waltz, who is a well-known movie villain was brilliantly cast as a modern-day Scrooge," said Julie Blackley, communications manager at [iSeeCars](#), Boston.

"BMW emphasizes its fun-to-drive nature through its taglines like the ultimate driving machine' and sheer driving pleasure,' and this ad captures that essence."

An attempt at avoiding Christmas

BMW's Christmas film opens with Mr. Waltz looking to meet with Oliver Zipse, chairman of the board of management of BMW AG. Mr. Waltz is horrified upon learning that Mr. Zipse has set him up to attend a Christmas party, causing Mr. Waltz to hilariously run away from someone in a Santa hat.

As Mr. Waltz goes to great lengths to avoid celebrating Christmas, he runs into designer Alexa Chung and Kai Langer, head of design at BMW. The group is excited to attend the Christmas party while Mr. Waltz continues his attempt at an escape.

Mr. Waltz nails his latest role as the Scrooge of the BMW Christmas festivities

"I love Christmas parties," Ms. Chung exclaims after Mr. Waltz tells the group he is doing everything he can to avoid it.

The man in the Christmas hat, told by Mr. Zipse to bring Mr. Waltz to the festivities, is hot on the actor's trails, asking the group where he headed.

BMW's very own Scrooge continues running through the building, passing online personality Supercar Blondie and

hiding behind cars.

Mr. Zipse bobs and weaves, and throws himself into a room, only to be greeted by Mr. Zipse who welcomes him to the BMW Christmas party that Mr. Waltz tried so diligently to avoid. He reluctantly accepts a glass of wine and fetches a cookie.

"My favorite part is when Scrooge says bah humbug," Mr. Waltz tells a partygoer before explaining to Mr. Zipse that attending Christmas parties is not his favorite hobby.

Mr. Zipse assures him that BMW will drive him home.



An unexpected reunion to cap off the evening. Image credit: BMW

As Mr. Waltz exits the party, he hums "Jingle Bells" and happily eats a cookie. In a cinematic twist, the car that pulls up is valeted by none other than the original Santa-hat-wearing BMW employee who originally attempted to rope him into the party.

Mr. Waltz drives the BMW away, the vehicle fashioning a tiny Christmas wreath, completing BMW's endearing and entertaining holiday effort.

This is the second BMW campaign starring Mr. Waltz, who entered a longtime partnership with the brand as "co-creator" ahead of the 2020 launch of the BMW iX. The actor was handpicked by Mr. Zipse for the collaboration.

Holiday campaign vehicles

With the COVID-19 pandemic and supply chain shortages, several automotive brands have also taken a storytelling approach to their holiday marketing, offering consumers solace in the form of some entertainment.

Bentley Motors tasked its apprentices with a holiday to-do list in its holiday vignette.

In a magical short film capturing the spirit of the holiday season, Bentley's apprentices work diligently in crafting a collection of thoughtful ornaments true to the marque. The handcrafted decorations, dubbed "Sustainabaubles," reflect Bentley's commitment to sustainability in a unique and festive way ([see story](#)).

For the 22nd year of its "December to Remember" marketing campaign, Lexus has debuted two new national broadcast ads that celebrate the magic of the season through the eyes of children. The sentimental spots fit the mold of the brand's annual tradition, complete with the holiday jingle and elaborate red bow atop a new Lexus ([see story](#)).

"Automotive deals are scarce this holiday season as a result of the microchip shortage," Ms. Blackley said. "While December is usually a time to advertise year-end deals, storytelling approaches and emotional appeals have been more common."