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## Bentley flaunts adventurous lifestyle via GTC W12 social video

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By TRICIA CARR

British automaker Bentley Motors premiered a short film called “In Search of Snow” at Aspen Fashion Week to add to its marketing efforts geared at luxury consumers by adding a sense of high-class adventure to the brand.

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The five-minute YouTube video follows professional big-mountain skier, mountaineer and adventurer Chris Davenport and his photographer in two 2012 Bentley Continental GTC W12 convertibles. Mr. Davenport takes to the snowy San Juan Mountains in southwest Colorado while his voiceover explains his draw to an adventurous lifestyle and the Bentley vehicle.

"The idea was to take someone who spends a considerable amount of time on snow and in extreme conditions and put them behind the wheel of a Bentley Continental GTC," said Graeme Russell, head of communications and public relations, Bentley Motors, Boston.

"He not only tests the capabilities of the car, but also enjoys the luxury performance of this grand tourer."

"As brands gain all sorts of new partnership and placement opportunities with new media, well-produced longer-form branded content has a great chance of differentiating [a

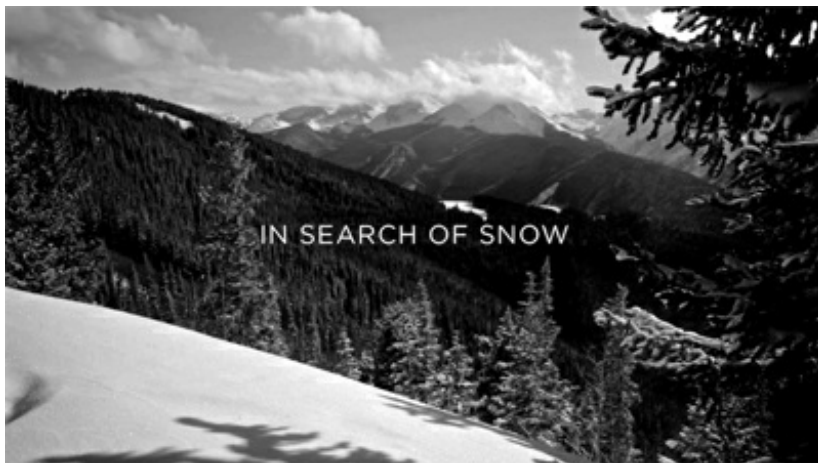
brand] and being embraced by audiences,” said Paul Farkas, CEO/founder of **Social.TV**, New York.

“However, viewers' interest must be locked-in quickly to build attention [in this] economy,” he said.

“Channel fit also poses to be a key consideration and the combination of fashionable luxury auto with ski-adventurer Chris Davenport is a lock for Aspen Fashion Week.”

In the making

The purpose of the In Search of Snow video is to promote the 2012 Bentley Continental GTC W12 while offering a view at the lifestyle of the newest "Bentley Boy" Mr. Davenport, a well-known outdoor sports star, according to the brand.



*Title still of In Search of Snow*

In Search of Snow follows Mr. Davenport as he skis through Colorado's highest mountains.

Mr. Davenport starts by explaining his love for big-mountain skiing and the reason he took to this daring lifestyle.

The action shots show Colorado's winter season and are presented in the film with what seems to be a brightened, black-and-white filter.

There are wide camera views and shots from the eye of the new Bentley Boy.

Embedded Video: <http://www.youtube.com/embed/KUF5GYXVoKI>

*Bentley's In Search of Snow video*

Approximately 90 seconds into the video, Mr. Davenport begins to discuss the 2012 Bentley Continental GTC W12.



*Two 2012 Bentley Continental GTC W12 cars features in the film*

"When you step on the throttle of this car, there are a lot of similarities there to skiing," Mr. Davenport said. "As you drop off the top of a mountain, when you accelerate with gravity down the face and you sort of flow, it's very similar to getting behind the wheel when you're going well over whatever the speed limit is."

After the reference to breaking the law, Mr. Davenport gives a lighthearted laugh, an example of the casual nature of the film.

The video manages to show many aspects of the car's performance using fast-paced action shots of the car with only Mr. Davenport's voice as a commentator.

For example, the car is easily controlled on slippery roads in the video and Mr. Davenport is thrilled at the results of the handling.

Bentley previously used a creative campaign that appeals to luxury consumers' artistic side.

The brand used email marketing, video and an online initiative involving emerging artists to emphasize the brand's history while demonstrating the modern features of the Continental GTC ([see story](#)).

Also, Bentley stays relevant in the mobile world by offering updates to its branded application with fresh content, features and interaction ([see story](#)).

"We anticipate and hope that the film will be enjoyed by those who have an appreciation for luxury performance vehicles, extreme winter sports and travel adventures," Mr. Russell said.

"We plan to continue developing films that showcase the spirit of Bentley through the eyes of modern day Bentley Boys and Girls, adventure seekers who appreciate high performance and luxury," he said.

Lights, camera, action sports

Luxury consumers from the Aspen, CO, area were among the high-fashion fans in attendance at Aspen Fashion week who were offered the first chance to view the In Search of Snow film.

The film reached an audience that was assumed to be filled with consumers of luxury fashion brands, the same market that would be able to purchase a high-end Bentley vehicle.

Mr. Davenport's real-life character portrayed in the film is fierce and adventurous, which sheds light on desires of the modern-day Bentley boy, claims the brand.



*Still of Mr. Davenport from the film*

In Search of Snow is being promoted in Bentley's social media accounts.

The brand shared the video for the first time on its [Facebook page](#) March 15 with description "Big-Mountain skier, mountaineer and adventurer, Chris Davenport, embarks upon a modern-day grand tour of Colorado behind the wheel of the 2012 Bentley Continental GTC W12."

Bentley shared behind-the-scenes photos with Instagram during filming on its Twitter account [@WOBentley](#) with the hashtag #insearchofsnow. The hashtag is displayed at the end of the video.

"Bentley crafts many aspirational challenges in the five-minute video," Mr. Farkas said. "The Aspen and driving elite alike will want to control the flow, feel the rush and explore adventurous lifestyle."

"The black-and-white cinematography is particularly refreshing," he said.

Final Take

*Tricia Carr, editorial assistant, Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/5z4w3IT0v3U>