

AUTOMOTIVE

# BMW to promote first electric i5 model during Super Bowl

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The brand tapped three celebrities to announce the new vehicle, including American actor Christopher Walken. Image credit: BMW

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By LUXURY DAILY NEWS SERVICE

At Sunday's major sporting event, German automaker **BMW** will advertise its new-generation vehicle.

A commercial called "Talkin' Like Walken" will run for the first fully electric i5 model during Super Bowl LVIII on Feb. 11. BMW's lead U.S. creative agency Goodby Silverstein & Partners tapped three American talents for the 60-second slot, including actress Ashley Park, singer Usher and, as the promotion's title suggests, actor Christopher Walken, who is the main star.

"Christopher Walken is iconic, as is the 5 Series," said Rich Silverstein, co-chairman and cofounder of **Goodby Silverstein & Partners**, in a statement.

"It's one icon working with another, creating a synergy of two legendary figures," Mr. Silverstein said. "You wait your whole life to make a campaign like this."

## Driving sales with comedy

Estimates put the upcoming Super Bowl's U.S. viewership at over 200 million, making advertisement space in between plays valuable real estate.

Those tuning in will get to see BMW's promotion during the first quarter, which was directed by Academy Award-nominated American filmmaker Bryan Buckley. The creative has worked on nearly 70 Super Bowl commercials.

## *BMW presents "Talkin Like Walken"*

Dutch cinematographer Hoyte van Hoytema took charge of the photography. His talents have made waves on the big screen, including for massive movies such as *Interstellar* and this past summer's big blockbuster *Oppenheimer*.

His newest project, "Talkin' Like Walken," highlights the BMW i5, which expands upon the technology from previous editions in the series.

Shots of the vehicle are combined with a humorous narrative, portraying Mr. Walken trying to enjoy a typical day in his life. Throughout his activities, he is met by a slew of people who imitate his recognizable voice.

"The reality is everyone has a Walken impression," said Mr. Silverstein, in a statement.

"But there's only one original."

Ms. Park, known for her roles in Netflix shows like *Emily in Paris* and *Beef*, is among those who stop him, attempting to copy his unique speech cadence.

Mr. Walken's hotel valet, makeup artist, tailor and barista also join in with their own impressions.



*The vehicle marks BMW's deeper commitment to electric mobility. Image credit: BMW*

The Academy Award-winning actor goes from confused to frustrated. In the middle of another one of these encounters at a restaurant, he runs into Usher.

Mr. Walken asks the Grammy Award-winning singer if he has anywhere to be. Referencing his famous song, Usher responds to this playfully by saying "Yeah!"

The performer will headline the Super Bowl LVIII Half-Time Show.

"When you think about the perfect Super Bowl ad, you quickly realize that there's a recipe for success," said Marcus Casey, chief marketing officer at BMW of North America, in a statement.

"Not that it's easy, but if you start with an exciting new product, an A-List Hollywood star, a great script, and a talented team, and add to that mix, the multitalented Ashley Park, and a global superstar such as Usher, you have the makings of a hilarious, memorable spot."

The campaign will include social media activations. On TikTok, #TalkenlikeWalken will challenge creators to do their own impressions of Mr. Walken.

*Christopher Walken drives the BMW i5 forward in "Singing"*

Two teasers have additionally been released ahead of the game. The first, called "Agent," showed the actor making fun of previews for ads, despite it being the format of the slot itself.

The second, "Singing," involves the Hollywood star driving the BMW i5 as he listens to music. The Usher song referenced in the main promotion plays.

"I really enjoyed working with BMW, they are a wonderful company and electric cars are important," said Mr. Walken, in a statement.

"I look forward to sharing the work we did together."

The vehicle, which is available at dealerships now, adds to BMW's thriving electric segment. This part of the business was a major contributor to the company's end-year results ([see story](#)), and the subject of other creative ventures ([see story](#)).