

MULTICHANNEL

BMW employs 360-degree campaign to push Olympic Team USA support

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By TRICIA CARR

BMW of North America is in the midst of a 360-degree marketing campaign to push its first-time sponsorship of Team USA at the 2012 London Olympics with a television spot, social efforts, an on-site brand pavilion and dealership events.

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BMW's comprehensive Olympics sponsorship campaign is culminating during the broadcast of the games after a two-year push from the North America branch to highlight its support of 11 athletes it calls the BMW Performance Team. The combination of digital ads, local TV ads and social media efforts make it the largest media investment by the branch, according to BMW of North America.

"We wanted to complement the sponsorship of Team USA, and since NBC is the official broadcaster of the Olympics, it was a natural fit of where to spread our message," said Stacy Morris, corporate communications manager of marketing and culture at [BMW of North America](#), Woodcliff Lake, NJ. "The 3 Series TV spot that debuted during the opening ceremony shows the commonalities of the performance between the 3 Series and athletes.

"We also have a series of online videos that highlight the athletes and talk about what drives them, which fits into our overall communication platform," she said. "There is a

strong connection between BMW and the Olympics, as we are known as premium automobiles and Olympians are world-class athletes."

BMW of North America has supported the following athletes under BMW Performance Team USA: Ricky Berens, swimming; Matt Chrabot, triathlon; Bryan Clay, track and field; Natalie Coughlin, swimming; Janet Evans, swimming; April Holmes, Paralympic track and field; Jonathan Horton, gymnastics; Clay Johnson, sailing; Sanya Richards-Ross, track and field; Evelyn Stevens, cycling; Mallory Weggemann, Paralympic swimming.

BMW Group is the Official Mobility Partner of the United States Olympic Committee.

Go for the gold

BMW's sponsorship allows it to highlight its brand ideals such as passion, performance, efficiency and excellence across all channels, per the automaker.

During the Opening Ceremonies on NBC network, the commercial called "Victory" was shown. It flashes between a red 3 Series driving on the road and members of Team USA competing in their respective sport to show the performance similarities between the vehicle and the athletes of the BMW Performance Team.

Athletes featured include swimmers Ricky Berens and Natalie Coughlin; track and field athlete Sanya Richards-Ross; cyclist Evelyn Stevens; swimmer on the Paralympic team Mallory Weggemann; and past Olympians decathlete Bryan Clay and swimmer Janet Evans.

Victory commercial

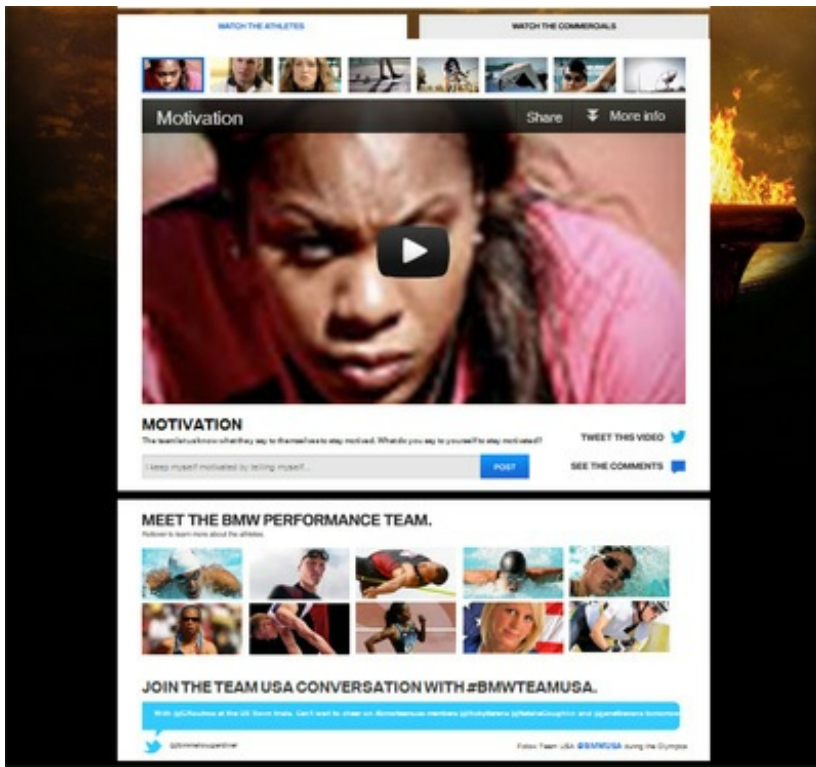
Meanwhile, BMW revamped its **Facebook**, **YouTube** and **Twitter** channels to back its television campaign during the games.

For instance, the BMW USA YouTube page features a new section called "BMW Team USA." Consumers can view BMW commercials including the Victory spot in the "Watch the Commercials" tab and see U.S. athletes discuss their competition routines in the "Watch the Athletes" tab.

Each video ends with the phrase "This is driving performance" written on the screen followed the by Olympics and BMW logos.

Below the videos are sections where users can read more about each athlete in the BMW Performance Team and see a Twitter feed of the #BMWTeamUSA hashtag.

In addition, four-time Olympic gold medalist and swimmer Ms. Evans is reporting from the games for BMW and sharing her experiences with the automaker's and her own Twitter followers.



BMW YouTube page

"Affluent consumers consume media in a variety of ways and a consistent multichannel approach is a great way to stay top-of-mind," said Rachel Lewis, Fort Worth, TX-based senior marketing strategist at **iProspect**. "Many advertisers have Olympic-themed campaigns, but because BMW has this omnichannel approach, it stands out in a cluttered advertising space.

"This approach makes the message and theme even more important and BMW had to be confident in the content of the ads because they would be consumed in so many ways," she said. "The ads do a fantastic job of aligning the brand's identity with the passion and excellence of the Olympics."

Race for face time

Predictably, BMW Group is also taking this opportunity to show its vehicles at the 2012 London Olympics through a few different efforts.

BMW UK is providing approximately 3,200 low-emission diesel, hybrid and electric cars, motorcycles and bicycles to the London Organizing Committee of the Olympic and Paralympic Games.

There will also be a public BMW pavilion inside Olympic Park between the Olympic Stadium and the Aquatics Center where the automaker will highlight its heritage in

environmental innovations.

The pavilion is expected to see 5,000 visitors each day, per BMW.

Behind the scenes, BMW took part in two technology projects for the U.S. track and field and swimming teams. The technology is now being used at Olympic training centers.

Track and field athlete Mr. Clay tested BMW's velocity measurement system that captures a long jumper in motion and reports performance metrics to coaches.

Also, swimmer Mr. Berens tested a motion tracking system for his dolphin kick within the allowed 15 meters of underwater swimming.

Meanwhile, the automaker's North America branch repeated its Drive for Team USA fundraising campaign, which it held for the first time in 2011. The previous campaign saw a purchase rate of one vehicle per four attendees, per BMW.

Events are taking place until Aug. 25. Consumers can test drive one of five BMW 3 Series models and for each participant, BMW will donate \$10 to Team USA.

Consumers can also shop from [BMW's eight-product line](#) of Team USA apparel and accessories.

"We wanted to be more than just a sponsor, and so we developed a system where we used our engineering expertise to help measure training of athletes in track and swimming," BMW's Ms. Morris said. "This is a way that we can make a meaningful contribution to the team.

"Another one of our goals was to help raise funds with the Drive for Team USA program," she said. "At these events the participants can meet former Olympians and hopefuls, engage with the brand and get close to the excitement of the Olympics while BMW gets additional funds to the team.

"We find that we have had great success for the Drive for Team USA program because we have the one-to-one marketing to get consumers engaged in the Olympic movement."

Final Take

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