

MAIL

BMW flaunts 3 Series via indestructable postcard

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By ERIN SHEA

BMW North America is showing off its new 3 Series sedan through a mail campaign that includes glossy print images and a seemingly indestructible postcard highlighting the vehicle's new features.



The glossy photographs mailed in one envelope highlight the four different styles of the new 3 Series sedan: Sport, Luxury, Modern and M Sport. The indestructible postcard was mailed separately from the other images and shows off the all-weather ability of the new 3 Series.

"The goal of the 3 Series printed piece was to announce the launch of the 3 Series with xDrive just in time for winter and to promote the introduction of the BMW lines, the unique style offerings for the 3 Series," said Silvia Villaverde, head of customer relationship marketing at [BMW North America](#), Woodcliff Lake, NJ.

"The 3 Series is BMW's iconic sports sedan is the best-selling luxury sedan worldwide," she said. "This piece helps spread awareness of the 3 Series' latest renditions."

Desir3

Each one of the glossy postcards included in the BMW mailer gives consumers a quick

look at the different lines of the new 3 Series sedan.

The glossy postcards show off a large image of the vehicle, a shot of the interior and a short description of the unique elements of each line.

The Luxury line postcard highlights the comfort and extra details on the vehicle such as the chrome around the window frames, the multi-spoke wheel design, interior wood trims and Dakota leather.

The Sport line is shown in a bright red color on the postcard along with the words “A world-class sprinter.” The image features the line’s sport seats and its 18-inch double-spoke wheels.



A WORLD-CLASS SPRINTER.

The Sport Line. Choose it and get all the extras guaranteed to make your 3 Series Sedan look as at home on the racetrack as it does in your driveway. High-gloss black accents on the front air intake and Kidney Grille bars, and side-view mirrors create a distinctive look. The 18" 5-Double spoke wheels give it a decidedly muscular stance. Inside, sport seats with contrast stitching and aluminum or high-gloss black trim complete the picture.

Sport line

Similarly, the M Sport line contains the same features as the Sport line. However, the M Sport offers its own wheels, suspension and color options.

Lastly, the Modern line images show model details such as the turbine wheel design, matte-chrome on the front air dam, Kidney Grille bars and exhaust pipe tip.



Modern line

The envelope that contains the postcards also holds a cover letter addressed to the recipient and a booklet describing the new features.

As a separate mailer, the automaker sent out an over-sized indestructible postcard.

The postcard highlights the xDrive features on the 3 Series. It reads, “Dunk this card in water, sleet or snow. Witness invincibility.”



xDrive postcard

Information about the Web site for the 3 Series and an image of the sedan are also on the postcard.

“The mailer can keep a particular brand top of mind in the eyes of the potential buyer,” said Courtney Albert, management consultant at **Parker Avery Group**, Atlanta. “It is no secret that this is the time of year when new car models are buzzed.

“The printed mailer can be used at a localized level to push traffic into specific dealerships versus to the general BMW Web site or relying on the consumer to look up the nearest location,” she said.

Unique to you

BMW is giving consumers the option to design their own 3 Series with the four different lines.

The words “the new BMW 3 Series sedan with four unique ways to style it” is on both the cover letter and the booklet.

The last page of the booklet describes how each line of the new 3 Series sedan matches a personality trait.

For example, those who seek thrills and adrenaline-pumping action should look into the Sport line.

Those who have an eye for detail and are looking for comfort should enjoy the Luxury line.

Also, the back of the booklet gives a link to the BMW Web site for users to build their own 3 Series sedan.

BMW has been promoting the new 3 Series through its Facebook as well.

“This print campaign is likely part of a larger strategic campaign,” Ms. Albert said.

“Meaning, television and radio spots for a mass audience and print is used as a direct touch point for the ideal demographic, and online is a combination of the two.

“In most cases, a consumer has to interact with a promotion or campaign more than once and in different channels for the message to truly sink in,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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