

INTERNET

## BMW taps consumer emotions via holiday video effort

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By ERIN SHEA

BMW of North America is featuring the emotions of holiday homecomings in a new social video called “The Road Home” that shows a number of trips made in its vehicles and wishes consumers well this season.

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The video shows travelers going through the process of making it home for the holidays plus a BMW X series vehicle featured at the end of the spot. It was first posted on the brand’s social media accounts and it will be sent out to BMW customers as a holiday-themed email and air during NBC’s Sunday Night Football broadcast Dec. 23.

“BMW is not only targeting our drivers, but anyone who can relate to traveling home to be with family and friends for the holidays and knows that wonderful feeling of being together with loved ones during this time of year,” said Stacy Morris, corporate communications manager of marketing and culture at [BMW of North America](#), Woodcliff Lake, NJ.

“We wanted to associate BMW with happy homecomings and other cherished moments around the holidays,” she said. “The concept was intended to focus on the road home and spark emotion.”

## Heading home

The 60-second video shows the road home through the eyes of the traveler.



### *The Road Home video*

The spot begins by showing suitcases being packed up and thrown into cars or taxis. A couple of dogs are shown making the trip home as well.

Various modes of transportation are shown such as driving, flying or riding a train.

For the driving sequence, a BMW X series vehicle is shown pulling into a driveway as the trip is almost completed.

After the BMW vehicle pulls into the driveway, the video cuts to a white screen that reads, "There's no road like the road home."

Then, it reads, "Happy holidays." The BMW logo flashes and underneath is the campaign hashtag #BMWRoadHome.

All of the footage in the video came from BMW's communications agency **Kirshenbaum Bond Senecal + Partners** where more than 50 employees filmed their Thanksgiving trips home.

BMW is sharing the video on its social media channels using the hashtag #BMWRoadHome.



### *BMWUSA's Twitter*

BMW also posted the video on its Facebook page. The post was “liked” 435 times and shared 70 times while the Twitter post was retweeted 13 times.



### *BMWUSA's Facebook post*

Going viral

Other automakers are taking advantage of social videos to further engage with their brand enthusiasts.

For example, German automaker Mercedes-Benz USA thanked its 9 million Facebook fans by releasing a video featuring its CLS-class vehicle and painting with light special effects.

The video titled “Light-Painting in Real-Time” shows off the automaker’s CLS-class in a live-action painting with light video by Finnish director Anssi Määttä. The video was promoted on the mb! by Mercedes-Benz’s Web site and the brand’s Facebook page ([see story](#)).

Also, sports car manufacturer Aston Martin and watchmaker Jaeger-Le Coultre marked their eighth year as brand partners by promoting the AMVOX7 chronograph through a video and social media campaign. The collaboration was pushed via both brands’ Facebook and Twitter accounts along with a video teaser ([see story](#)).

However, BMW’s branding in The Road Home seems to be downplayed as the emotional qualities take center stage.

“BMW branding is purposefully subtle so that the focus remains on the emotional aspects of the piece,” Ms. Morris said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/wXbL9Ty9C1I>

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