

INTERNET

Bentley sparks social buzz for Flying Spur via video, hashtag

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By TRICIA CARR

British automaker Bentley Motors is using digital tactics to create buzz for the new Flying Spur model among socially-connected consumers.



The automaker is showing a video on a microsite that depicts close-up angles of the model to tease the unveiling of the Flying Spur to its online audience. The video ends with the hashtag #NewFlyingSpur to encourage consumers to follow the conversation on social media.

“Bentley's microsite creates a new multi-use touchpoint on the Web,” said Paul Farkas, cofounder/CEO of [ULN Ultra Lifestyle Network](#), New York. “Already known for celebrating upcoming luxury offerings with well-produced design and styling teasers, the mini-site gives a good home for snackable digital content as compared to viewers potentially being lost on a busy home-site or off-brand, minimal YouTube page.

“It remains questionable that this campaign will spur shareability,” he said. “While the content beautifully tells a story that draws upon the contrast of city life and distinctive design, it will unlikely inspire social interaction.

“Ultimately, Bentley will enjoy the effect of multiple campaigns on a macro level – an

effect it should be lauded for and one much harder to achieve.”

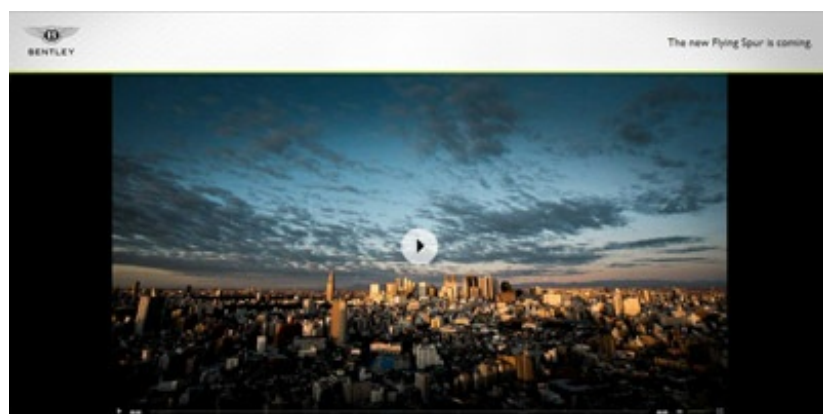
Mr. Farkas is not affiliated with Bentley, but agreed to comment as an industry expert.

Bentley could not comment before press deadline. The brand is owned by Volkswagen.

Joy ride

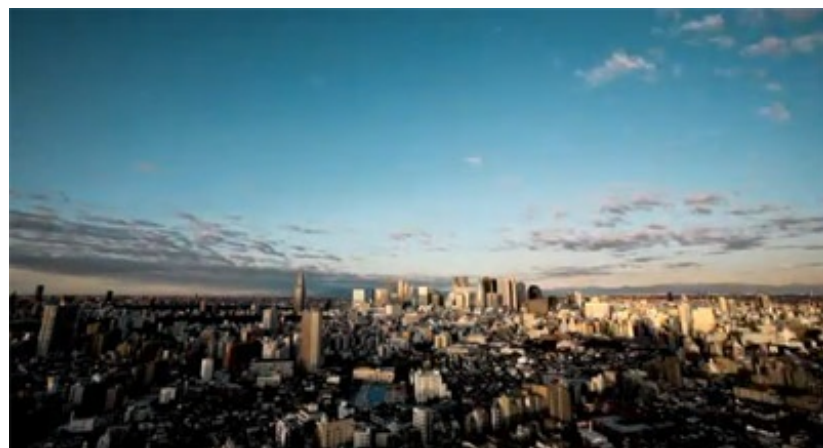
Bentley announced that it will release more information about the new Flying Spur model Feb. 20, but in the meantime established a microsite at <http://www.newflyingspur.com> to create buzz for the model.

The microsite states “The new Flying Spur is coming” and contains a full-screen, 70-second video.



Microsite

The video shows scenes from different global cities and close-up shots of the Flying Spur set to lively music. It starts with a time-lapse scene of a city skyline.



Video still

Next, it shows people walking in a city, cars driving on a six-lane highway and a group of many martial artists practicing on a city sidewalk.

At the 15-second mark is when the Flying Spur first appears. The video shows one of the headlights.

Then, the speedometer is shown followed by time-lapse scenes of busy cities.

The Flying Spur makes an appearance again in the video, but this time the focus is on the

wheels.

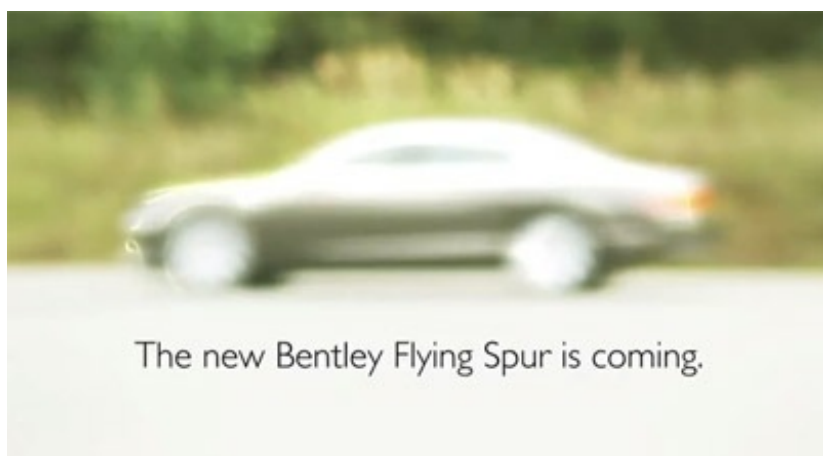
First the wheels of the vehicle are shown in motion. Then the scene transitions to the interior of the car to show the steering wheel in use by a male driver.

The video continues to flash between cities and parts of both the interior and exterior of the Flying Spur including the headrest and grille that each have the Bentley insignia.



Video still

The end of the video has a blurred image of the Flying Spur on the road and text appears that reads, “The new Flying Spur is coming.” This image turns into a black-and-white sketch of the model with the tagline.



Video still

Next, the microsite URL and #NewFlyingSpur hashtag are shown.

Below the video on the microsite, users can sign up to receive more information about the Flying Spur, “like” Bentley on Facebook and follow the automaker on Twitter.

Bentley is sharing the video on its social channels including Twitter, where it is joining the hashtag conversation. Many users have posted about the model and video as well.

Embedded Video: <http://www.youtube.com/embed/oCW5mInf5fU>

Video

Model marketer

Other luxury automakers have used video to hype new models prior to their unveiling.

For example, British automaker Rolls-Royce Motor Cars is teasing the upcoming release of its new Wraith model March 5 at the Geneva Motor Show by releasing the first shadowed image to the public and hosting an interactive video on its Web site.

Visitors to the Wraith section of its site are told to turn on their computer's audio capability so they can hear a low voiceover repeatedly state "it's waiting" ([see story](#)).

In addition, British automaker Jaguar hyped its F-Type model before its launch through a mysterious social video to encourage users to sign up for email updates.

The 90-second video begins with a red line that bounds across the viewing plane. The black background slowly fades to a scene of the F-Type covered in large red cloth ([see story](#)).

The elements of mystery and thrill conveyed in these social videos help the automakers create social buzz, per Lauren Formalarie, senior social analyst and account manager at [Say it Social](#), Wilmington, NC.

"Video works for Bentley because video can show just about anything as long as it's thrilling and reveals the simple fact that Bentley is introducing a new product," Ms. Formalarie said. "The process of creating buzz is essentially self-created.

"There is little effort needed on Bentley's part," she said. "Bentley creates the video, and loyal followers create the excitement and buzz."

Bentley will benefit most from the hashtag and its slow reveal of the Flying Spur specifications.

"Because Bentley revealed so little in this video and let fans know it is releasing more information on Feb. 20, loyal Bentley fans have something to look forward to," Ms. Formalarie said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/BznoV3MKaY4>

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