

INTERNET

Bentley draws parallels to skiing with short film

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By JOE MCCARTHY

British automaker Bentley Motors is celebrating its affinity for winter with a short film that shadows professional skier Chris Davenport.

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The automaker's attraction to snow stems from the four wheel drive that allows its vehicles to navigate treacherous conditions, as it showcased in the film. "In Search of Snow" also allows Bentley to align itself with Mr. Davenport's guiding philosophies.

"Considering the money that is involved in skiing, [the film] definitely hits the right target market," said George Magda, vice president of national accounts at [Herman Advertising](#), Fort Lauderdale, FL. "[However,] I don't think it's that passionate about Bentley.

"They're really pushing his passion for skiing, not so much his passion for driving in ultra luxury cars," he said. "They should have shown passion about Bentley in there, because Bentley has tons of passion.

"The pedigree that Bentley has and its racing history and being known as one of the best vehicles in the world, you don't see them mention that. They're almost shy to mention the racing history and the performance of what makes a Bentley a Bentley."

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

Bentley did not respond by press deadline.

Passing on tradition

Mr. Davenport is known for winning two extreme skiing world championships and for his regular appearances on major sport networks.

The film begins with a meditative ski run that leads into the prolific skier explaining his motivations. The skier says that having fun is the chief idea driving his life, a notion that fits with a luxury automaker that depends on a consistent heritage.



Video still

Similarly, the ideas that life is a journey rather than a destination and that a craft can never truly be mastered mesh with a brand striving to improve its offers.

Following the introduction, the film veers into two narratives.

The first half covers Mr. Davenport's desire to share his passion for skiing with his children.



Video still of Mr. Davenport with his son

The second half follows Mr. Davenport as he prepares to go to a mountain.

Here, the skier relays another guiding principle: preparation is paramount. A luxury brand would again agree, since it must ensure that products are immaculate before hitting the consumer.

A good portion of this section is dedicated to a Bentley GT V8 cruising through snow.



Video still

The final minute or so of the film is dedicated to several ski runs and the camaraderie that follows. Bentley created a dedicated [microsite](#) for the film.

Embedded Video: [//www.youtube.com/embed/X8ha90eJ-c](http://www.youtube.com/embed/X8ha90eJ-c)

In Search of Snow

Mr. Davenport's second championship was sponsored by Redbull, which may have generated his ensuing sponsorship that is displayed throughout the film, whether on his helmet or hat.



Video still of Mr. Davenport

Perfect turns

Bentley understands that winter is an effective season for pulling in consumers through events.

The brand built upon its 2014 Power on Ice events in Finland with a longer lineup of cars, circuits designed by four-time World Rally Champion Juha Kankkunen and options for designing a bespoke trip.

Power on Ice 2014 allows brand enthusiasts to hone their driving skills with Bentley's team of instructors over four days while enjoying a stay in Northern Finland. Also, the new Flying Spur sedan will make its debut at on Mr. Kankkunen's circuits, where its ability to

withstand harsh conditions will be tested ([see story](#)).

The automaker also aligns itself with influential figures in other fields to convey a sense of eclecticism.

Bentley is honoring visionaries from a variety of industries with a new video series that conveys its commitment to innovation.

The Bentley Mulsanne Visionaries features figures ranging from actor and philanthropist Jackie Chan to Lalique CEO Silvio Denz. Including figures from wide-ranging backgrounds shows that the brand looks to various sources for inspiration ([see story](#)).

Extending the film series to other sports or deeper into skiing may help the brand tap concentrated groups of consumers.

"They have to pick top performers, people who have a pedigree, athletes who aren't just randomly, relatively new phenoms, but people who are established and have a career," Mr. Magda said.

"So they just have to be picky in who they choose to represent," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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