

MOBILE

BMW encourages Pandora listeners to build an i3 model

April 17, 2014



BMW i3 ad on Pandora

By JOE MCCARTHY

BMW North America is guiding listeners of the Pandora mobile application to learn more about the i series with a takeover advertisement.

[Sign up now](#)

Luxury Daily

The ad maintains the i3's "Hello Future" theme and provides consumers with a few options for further exploration. Since the brand is still in the evangelizing stage of its i3 model, getting ads onto as many platforms as possible will help ensure that the i lineup secures a place in the auto world.

"I think this BMW ad design is effective as the i3 car is very attractive and looks good in the ornate gold color," said Simon Buckingham, CEO of [Appitalism](#), New York.

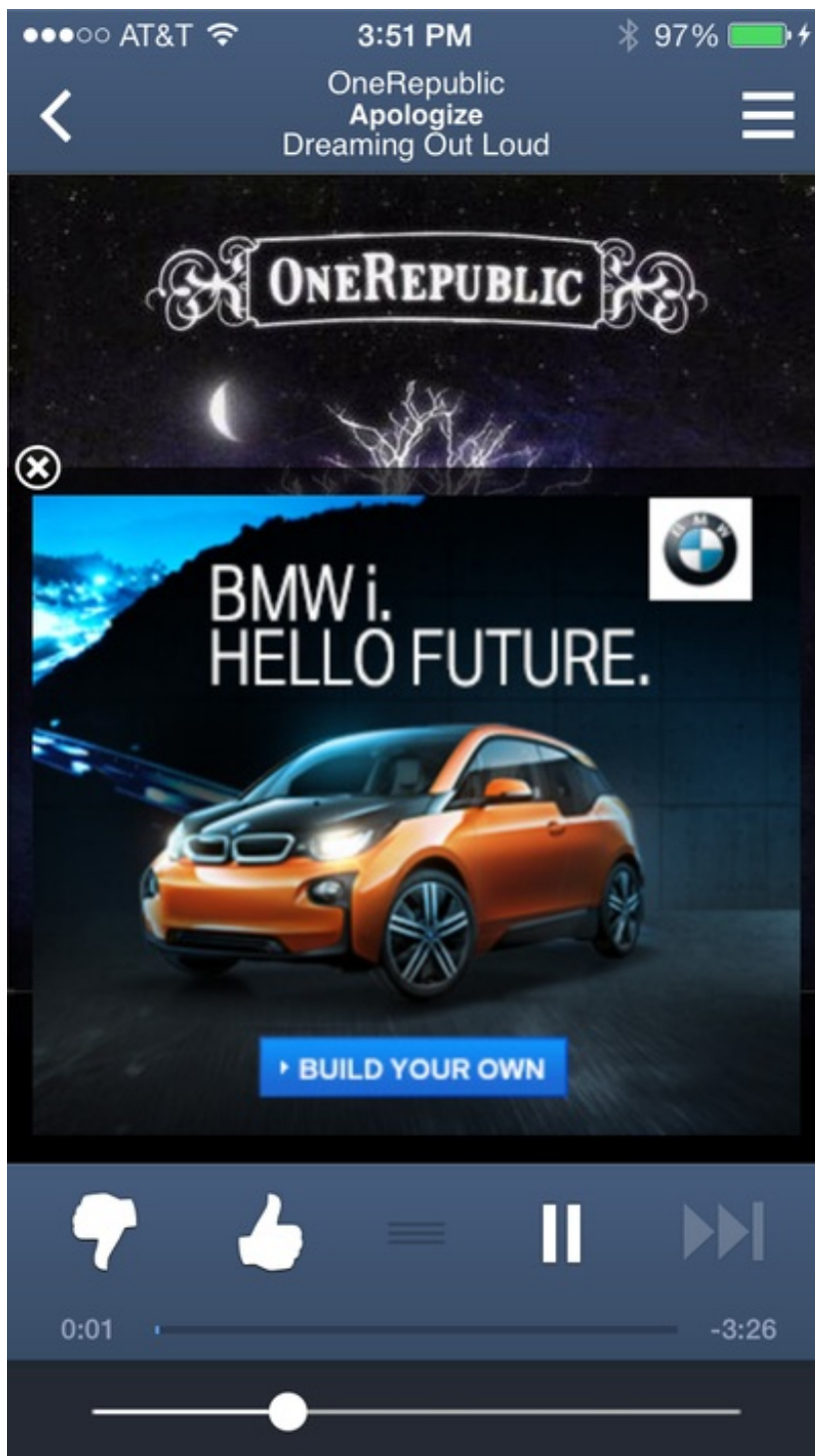
"People are curious about all-electric vehicles and may well be curious to see how you 'build your own' and say 'Hello Future,'" he said.

Mr. Buckingham is not affiliated with BMW, but agreed to comment as an industry expert.

BMW did not respond by press deadline.

Looking to the future

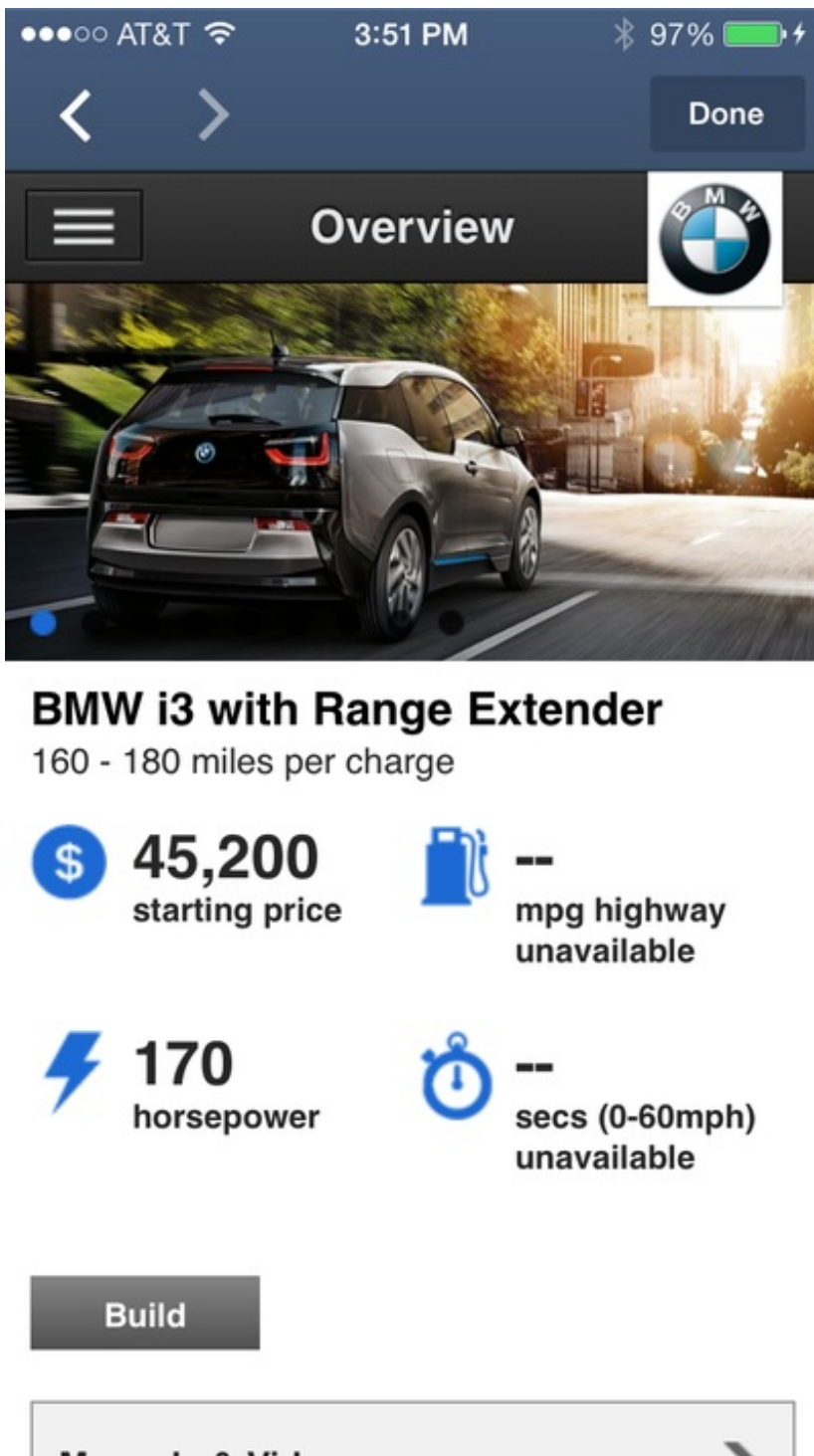
For targeted users of the Pandora app, the ad takes over the screen after a certain number of songs or as music plays as a half-screen pop-up.



BMW i3 ad on Pandora

The ad states, "BMW i. Hello Future" and prompts users to build their own model. Clicking on the "Build Your Own" prompt leads to an overview page, where consumers learn basic information about the BMW i3 with Range Extender.

With the range extender, the car is able to get 160-180 miles per charge. The car begins at \$45,200 and has 170 horsepower.



BMW's i3 ad leads to vehicle info

If consumers choose to build their own model, they are led to a new page with a range of customizable options.

Consumers can customize the exterior, interior, packages and options. Four metallic and two non-metallic shades are available for the exterior.

The parking package adds \$1,000 to the car and the technology + driver assistance package adds \$2,500. Convenience, entertainment and performance packages are available ranging from \$300-\$1,300.

Skipping ahead

BMW has unveiled several new technologies recently, some of which are designed for

the i series.

The brand announced that it is extending its BMW i Remote Application to the Samsung Galaxy Gear smartwatch at the International Consumer Electronics Show in Las Vegas.

BMW's Galaxy Gear synchronizes with an owner's smartphone to display essential functions in a more accessible manner. The Remote App provides drivers with accurate assessments of their BMW i3's status and allows for communication between the two ([see story](#)).

Other technologies are designed for the entire BMW range.

For example, luxury automakers are beginning to pair up with technology giant Apple to make their automobiles' user interfaces easier for iPhone owners to operate and more engaging.

Italy's Ferrari and Germany's Mercedes-Benz are early adopters of Apple's new CarPlay infotainment system that syncs up dashboard and wheel controls to the consumer's Apple device. Until other automakers incorporate this system, Apple's technology is going to give these two brands an advantage in the luxury market due to the proliferation of iPhone owners ([see story](#)).

"Overall this is a well designed and effective mobile ad that should educate and inform consumers," Mr. Buckingham said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/dumuvm5kVyc](https://www.youtube.com/embed/dumuvm5kVyc)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.