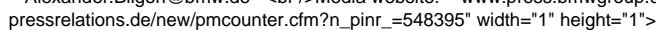




New BMW ConnectedDrive Campaign

New BMW ConnectedDrive Campaign
BMW ConnectedDrive even simpler and more customer-oriented
Munich. BMW is launching a new BMW ConnectedDrive campaign with the tagline "So connected, you're free." The campaign will run in print, online and TV channels worldwide. The global communication campaign showcases BMW as one of the world's leading providers of web-based in-car services and highlights the brand's innovative power. The campaign demonstrates how easy it is to use ConnectedDrive's innovative, customer-oriented services and features, and explains the added benefits of BMW ConnectedDrive functions - convenience, safety, entertainment and flexibility. Steven Althaus, head of Brand Management BMW and Marketing Services BMW Group: "The new campaign places even greater emphasis on our customers. The customer discovers the benefits of many BMW ConnectedDrive services and learns how they work in entertaining short episodes designed to make in-car networking more tangible and easier to understand." Visual language
The print campaign comprises around 40 visuals, each depicting one of the functions of BMW ConnectedDrive - such as Real Time Traffic Information, Remote Services, Intelligent Emergency Call or BMW Head-Up Display. The ads and posters focus on the features added benefits for customers, with a visual language that is uncomplicated and emotionally powerful. All communication channels use their own specially-developed visual mechanics: Each motif is split to resemble the display in a car - the left half of the image shows the respective function, while the right features a motif with a corresponding story. A distinctive headline underscores the benefits of the function. Shorts/TVC
New short films also present the benefits of key BMW ConnectedDrive Services Apps in a humorous and unconventional manner. The Concierge Services, Online Entertainment and Remote Services, for example, are incorporated into short stories with a surprise ending. The spots can be viewed on BMW TV and YouTube, or on the new BMW ConnectedDrive website under "Video gallery." In addition to an image film, four 30-second TV spots have also been created to highlight the campaign's key message "So connected, you're free" in emotionally-powerful images. The TVC spots also showcase BMW ConnectedDrive Services in short episodes with a focus on connectivity-based services, such as Real Time Traffic Information, Internet with Google Voice Search, Online Entertainment and Concierge Services. Almost 20 short animated films have also been produced to explain individual services and functions to customers in a simple, easy-to-understand manner. These "functional films" can be found on the website and will also be shown at points of sale in BMW showrooms. New website
The redesigned BMW ConnectedDrive website at www.bmw.com/connecteddrive will also go live for the campaign launch. The new web presence is clearly set out and reflects the revised structure of BMW ConnectedDrive, based on the two pillars: BMW ConnectedDrive Services Apps and BMW ConnectedDrive Driver Assistance. BMW i ConnectedDrive Services are grouped under a separate navigation item. A video gallery and a link to the new "My BMW ConnectedDrive" customer portal round out the website's user-friendly navigation. Participating agencies
Lead agency, creative concept: Kirshenbaum, NY
Image film, artwork and TVC, creative concept: Kirshenbaum, NY
Image film, artwork and TVC production: Picture Farm, NY
Functional films, creative concept: Kirshenbaum, NY
Functional films, production: Sehnsucht, Hamburg
Website: Interone Hamburg
Online customer portal: Interone Munich
Digital shorts, creative concept: Interone Munich, kbs
Digital shorts, production: Agentur Hochkant, Munich
Print implementation: Hirschfänger, Munich
Link to the BMW ConnectedDrive website: www.bmw.com/connecteddrive Link to digital shorts: www.bmw.com/connecteddrive-clips
If you have any questions, please contact: BMW Group Corporate Communications
Daria Gotto-Nikitina, Spokesperson Marketing and BMW Welt
Phone: +49-89-382-60340
mailto: Daria.Gotto-Nikitina@bmw.de
Alexander Bilgeri, Head of Business, Finance and Sustainability Communications
Phone: +49 89 382-24544
mailto: Alexander.Bilgeri@bmw.de
Alexander.Bilgeri@bmw.de
Media website: www.press.bmwgroup.com
Email: presse@bmw.de


Pressekontakt

BMW Group

80788 München

presse@bmw.de

Firmenkontakt

BMW Group

80788 München

presse@bmw.de

Drei Marken, ein Anspruch: immer noch besser zu werden. Dank unserer kompromisslosen Ausrichtung am Premiumgedanken und am Nachhaltigkeits-Prinzip begeistert die BMW Group heute weltweit mehr Menschen denn je. Wir stehen vor enormen Herausforderungen: Die Welt verändert sich mit hoher Geschwindigkeit. In vielen Ländern bleibt individuelle Mobilität im Fokus politischer Regulierung und nationaler Industriepolitik. Der Wertewandel in der Gesellschaft erfordert neue Mobilitätslösungen. Volatilität ist längst Teil unseres unternehmerischen Alltags. Die hohe Staatsverschuldung und die Euro-Krise verunsichern Märkte und Verbraucher. Mit der Strategie Number ONE richten wir die BMW Group in einem veränderten Umfeld auf Profitabilität und langfristige Wertsteigerung aus: technologisch, strukturell und kulturell. Im Jahr 2007 haben wir damit die Weichen für eine erfolgreiche Zukunft gestellt und setzen Maßnahmen in vier Säulen der Strategie um: Wachstum, Zukunft gestalten, Profitabilität und Zugang zu Technologien und Kunden. Unsere Aktivitäten sind dabei weiter auf die Premiumsegmente der internationalen Automobilmärkte ausgerichtet. Die strategische Zielsetzung reicht bis in das Jahr 2020 und ist klar definiert: Die BMW Group ist der weltweit führende Anbieter von Premium-Produkten und Premium-Dienstleistungen für individuelle Mobilität.