



Media Information

April 28, 2010

Mirror, mirror on the wall...Who's the most innovative of them all?

BMW Canada becomes first car company to flirt with customers using innovative new advertising medium.

Richmond Hill, ON. BMW Canada is the first auto manufacturer – and one of the first companies in Canada – to make use of an innovative new advertising tool, and is doing so with flare. Flirting with potential customers in an undeniably high-traffic area, the premium car company is reaching audiences through the mirrors in restrooms of strategically-selected venues in Toronto, Montreal and Vancouver throughout April and May.

AddMirror™ is a unique marketing medium that enables creative marketers to reach a large audience in a memorable, engaging manner. For BMW's campaign, ads will appear as patrons approach restroom mirrors. A motion detector senses the patron's movement and sets a sequence of ads in motion, creating a captivating and irresistible communication chain that leaves readers wanting more.

"This campaign is a perfect fit for the new BMW 3 Series Coupé," said Marc Belcourt, brand communications manager, BMW Group Canada. "It's innovative, creative and unexpected, and allows us to position our product as highly desirable in a way that engages people, just as our brand does. This particular campaign is also pretty sexy, just like this vehicle."

The BMW AddMirror campaign targets men from 25 to 45 years old. Flirty messages are scripted on restroom mirrors in what appears to be hot red lipstick. With messages such as "I'll make your heart pound" and "My body is absolutely stunning," the initiative is sure to capture attention, and concludes by urging readers to text in for photos of the subject leaving the love notes. Once the text is received, a link is sent back to the user, leading them to a landing page with the headline "We were made for each other," as well as downloadable beauty shots of the new BMW 3 Series Coupé.

The media buy for the campaign was coordinated by Media Experts, and creative was designed by Cundari.

"It's a new medium with an indisputable impact," said Kris Davis, vice president customer service, Media Experts. "BMW is one of the first companies in Canada to use AddMirror. As a pioneering company, we knew they would appreciate the benefits of such a unique tactic. Not only is it interactive and engaging, but it helps us learn about the behavior of potential BMW customers and their propensity for using mobile devices to get more information about BMW products."

The campaign runs until May 16th in the venues listed below.

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

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TORONTO

Sopra Lounge, 265 Davenport Rd.
Oro, 45-47 Elm St.
Toula, 1 Harbour St.
Debut Café & Bar, 121 King St. W.
Southside Restaurant & Bar, 413 Spadina Ave
Christina's, 492 Danforth Ave
99 Sudbury Event Venue, 99 Sudbury St.
Il Fornello, 207 Queens Quay W.
Spice Lounge, 52 Lakeshore Rd. E.

Il Postino, 186 Main St.
Mistura, 265 Davenport Rd.
Politica, 127 Strachan Ave
River Restaurant, 413 Roncesvalles Ave
Blu Ristorante & Lounge, 174 Yorkville Ave
Vittorio's, 14 Dupont St.
Monkey Bar & Grill, 3353 Yonge St.
Vin Santo, 28 Roytec Rd.
Oasi, 99 Sudbury St.

VANCOUVER

Sanafir, 1026 Granville St.
Hamilton Grill, 1009 Hamilton St.
Ebisu on Robson, 827 Bute St.
Al Porto, 321 Water St.
Steamworks, 375 Water St.

Transcontinental, 601 West Cordova St.
Kamei Royale, 211 – 1030 West Georgia St.
Ebisu Richmond, 100-8111 Ackroyd Rd.
Ebisu on Braodway, 601 West Broadway
Divino, 1590 Commercial Drive

MONTREAL

Ferreira Café, 1446 rue Peel
Confusion, 1635 – 7 St. Denis
L'Assommoir @ Notre-Dame, 211 rue Notre-Dame
L'Assommoir @ Bernard, 112 rue Bernard O.
Phillips Lounge, 1184 Place Phillips

Bond Lounge, 101 Fairmont O.
La Coupole, 1325 boul. Rene-Levesque O.
Via Crescent, 1418 rue Crescent
La Klini, 5788 rue St-Laurent
Greasy Spoon, 160 Laurier O.

The BMW Group

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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For more information, please contact:

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