



Press Release

22 November 2019

BMW Group Classic wins the “German Design Award” 2020 for its campaign “Our Brands. Our Stories.”.

After its success in the “Automotive Brand Contest”, another award has been bestowed on the campaign with its 360° approach – History of the brands BMW, BMW Motorrad, MINI and Rolls-Royce is put in context with authenticity and intense emotional appeal – Second stage of the YouTube film series launched.

Munich. A few weeks after its success at the “Automotive Brand Contest”, BMW Group Classic has now also won the “German Design Award” 2020 for its communications campaign “Our Brands. Our Stories.”. In particular, the distinguished award celebrates the multimedia approach of the international campaign, which includes the “classic#heart” blog, billboard and advertising images, and an online newsletter, alongside video clips produced to a very high quality. “Our Brands. Our Stories.” focuses on owners and fans of the brands BMW, BMW Motorrad, MINI and Rolls-Royce, who share a passion for historic automobiles and motorcycles across the world.

“Our Brands. Our Stories.” was developed in a collaboration between BMW Group Classic and its longstanding partner, Munich creative agency shot one brand communication. The key attribute of the campaign is the combination of authentic storytelling with community-generated content. This means that senders and the target group for the messages meld into an interactive, continually growing community. In an entertaining way, their stories highlight how diverse expression of enthusiasm for classic cars and motorcycles can be. The portraits of the protagonists’ individual experiences are infused with the emotional importance their vehicles have for them – irrespective of the vehicles’ age, type and condition.

Intensely emotional YouTube film series with more than 10 million views.

Classic fans from all over the world tell the story of their links with the historic vehicles in the films posted on the YouTube channel of BMW Group Classic. US automobile journalist Jason Cammisa tells the tale of how his enthusiasm for a BMW 3 Series with an inline six-cylinder engine developed from early childhood. The series also features Dimitris “Dee” Fragkos from Greece, who was almost born in his grandfather’s classic Mini, and Spanish motorcycle expert Beatriz Eguiraun, who fulfilled her dream of creating a café racer styled personally by her with a custom bike based on a BMW R 80 from the 1980s.



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The episodes of the series “Our Brands. Our Stories.” posted so far have already been viewed more than ten million times on YouTube. The series is being continued over the coming weeks. The second stage is starting on 21 November with the portrait of a Turkish fan of classic BMW M models.

The series “Our Passion. Our Adventures.” captures the enthusiasm for the brands of the BMW Group at important international classic-car events like the Concorso d’Eleganza Villa d’Este and the Goodwood Festival of Speed.

The series “Work in Progress” accompanies personalities and records their unusual vehicle projects on camera. It shows the development including some surprises over a period of several months.

Other elements are a billboard and advertisement campaign in which employees of BMW Group Classic and owners of unusual historic vehicles are portrayed. They also talk about their very personal links with classic cars and motorcycles. The classic#heart blog dedicates a unique section to these stories.

The newsletter “Our Brands. Our Stories.” is published once a week and it reports highlights from vehicle history, activities and offers from BMW Group Classic, along with exceptional events and news from the collector and fan scene.

All elements of the campaign are communicated in social media through the dedicated channels of BMW Group Classic, which makes them available to another target group.

To celebrate the 60th anniversary of the MINI brand, fans of the original British small car had the opportunity to become part of an “Incredible Mini Tour” and share their personal experiences with the classic Mini on various social media channels.

Two illustrious awards for outstanding communications design.

The campaign “Our Brands. Our Stories.” also succeeded in impressing the jury of the “German Design Award” 2020 with their high level of effective communication, the 360° approach and the diversity of the formats used. The

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award is conferred every year by the German Design Council and aims to salute innovative products and projects, along with their originators and production teams. The German Design Council was established as a foundation in 1953 on the initiative of the German Federal Parliament. Its activities support companies in the areas of communication and brand promotion with a special focus on design development.

Only a few weeks ago, BMW Group Classic won another award for its campaign “Our Brands. Our Stories.” in the “Automotive Brand Contest” 2019. The international design contest for automobile brands was launched in order to highlight outstanding product and communication design. Awards are bestowed on projects and initiatives that present a brand holistically and consistently over a number of media and products. The jury believed that the campaign by BMW Group Classic achieved this objective with distinction.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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