

Media Information  
23 October 2013

## **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

Media Information

Date 23 October 2013

Subject New BMW ConnectedDrive campaign

Page 2

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](http://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](http://www.bmw.com/connecteddrive)

Link to digital shorts: [www.bmw.com/connecteddrive-clips](http://www.bmw.com/connecteddrive-clips)

## Media Information

Date

23 October 2013

Subject

New BMW ConnectedDrive campaign

Page

3

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**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built 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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