



Media Information
06 November, 2020

BMW UK & British *Vogue* join forces to launch Scholarship Programme.

London, UK - BMW UK and British *Vogue* have partnered to launch the first BMW UK/ British *Vogue* Scholarship Programme. This unique opportunity will consist of a four-month paid scholarship placement, with the first placement beginning February 2021, across both British *Vogue*'s offices in central London and BMW UK's offices in London and Farnborough.

To encourage applications from a broad range of 18-24 year old candidates, with diverse skills, these iconic brands have partnered with a number of organisations, charities and academies to promote the scholarship including; Access Aspiration, Brixton Finishing School, Lecture in Progress, The Dots and BYP Network.

Applications are now open and the three successful candidates will undertake the four-month paid placement with the British *Vogue* Publishing and BMW UK Marketing departments. British *Vogue* and BMW will coach and develop the successful candidate by providing mentors, projects to collaboratively work on, training to develop their true potential and introductions to key departments across both businesses:

- **PLACEMENT WITH BMW UK:** Working within the Marketing Department at BMW UK, the successful candidate will gain experience across the Experiential, Partnerships and Social Media teams. Candidates can expect to gain hands-on experience working with the communications and experiential agencies, on-site at flagship events as well as in the Farnborough HQ.
- **PLACEMENT WITH BRITISH *VOGUE*:** During the scholarship within the British *Vogue* publishing team, the candidate will gain experience working in the most coveted advertising department. Candidates can expect to develop a strong understanding of the world of magazine publishing and exposure to events through this hands-on experience working with a dynamic print and digital sales team.

"We're proud to launch this brand-new Scholarship Programme in partnership with British *Vogue* at a time when young people are facing unprecedented challenges in terms of training and employment," said Michelle Roberts, Marketing Director at BMW UK. "BMW has a long history of fostering emerging talent and driving inclusivity across all aspects of our business – from marketing disciplines to automotive design, bringing young people into fulfilling engineering and technology careers including our game changing "Girls Go Technical" work experience programme. Our ambition is to attract a much broader range of people to the automotive industry and this scholarship is

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another step on our journey to delivering this. This scheme offers three young people with ambition, a creative eye and keen attention to detail the unique opportunity to kick-start their career with two of the UK's market-leading brands."

Vanessa Kingori, Publishing Director of British *Vogue* says, "I am especially excited to bring this project to life with BMW. Our aim is to initiate new paths for potential future leaders. The world of work is changing, it is vital that we go beyond traditional routes to develop fresh opportunities and encourage a range of perspectives into business and creative industries. The ideal applicants will be interested in fields aligned to Marketing, Communications, Advertising and Media. We are looking for candidates who will work hard and harness this unique opportunity to transform their futures and become potential forces for change."

The BMW UK/ British *Vogue* Scholarship Programme is part of British *Vogue*'s 'Forces For Change' initiative which focuses on celebrating the people, organisations and ideas deemed to be forces of positive change. It aims to reach new audiences and celebrate the positive transformation as a result of important conversations around diversity and inclusivity.

The Scholarship Programme offers the successful candidate an opportunity to immerse themselves in all things British *Vogue* and BMW. The deadline for the scholarship application is Friday 11th December. For more information visit:

<https://condenastuk.avature.net/careers/JobDetail/British-Vogue-X-BMW-UK-Scholarship-Programme/2333>

Ends

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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About British Vogue

British *Vogue* has been the undisputed fashion bible for over 100 years. Under Edward Enninful's editorship, British *Vogue* has celebrated diversity in all forms, including race, sexuality, age and social background. British *Vogue* represents the world in which we live in, whilst inspiring its readers with talent from the UK and around the world. British *Vogue* remains the cultural barometer placing fashion in the context of the larger world– how we dress, entertain, what we eat, listen to, watch; who leads us, excites us and inspires us. From its beginnings to today, three central principles have set British *Vogue* apart: a commitment to visual genius, an investment in storytelling, and a selective, optimistic editorial eye. British *Vogue* has a combined print and digital circulation of 192,242 (ABC July - December 2019); and unique users to the website which includes *Vogue* Video total 4,011,475 (Google Analytics March 2020 to May 2020). <https://www.vogue.co.uk/>

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