

Sustained Success

DraftFCB Media + BMW Group New Zealand

Reclaiming No.1

Learning from the competition is how BMW Group New Zealand reclaimed their No.1 spot. Attracting a new generation of car buyers along the way, BMW won the race to be the top-selling premium car in 2012 and delivered DraftFCB Media a Gold award for Sustained Success.

Background

DraftFCB Media's challenge was to update BMW's conservative image – bringing a contemporary and relevant feel to the brand. Over three years they tackled old stereotypes through modernised marketing tactics.

Campaign Objective

Reclaiming the No.1 premium new car brand was the aim of this campaign. Changing focus, making BMW more accessible, growing their digital presence, making BMW seem more accessible (by taking cars to shopping malls), while improving the BMW dealer experience were all key factors to reclaiming that prized spot.

Campaign Overview

To understand how to be more relevant, DraftFCB Media's task was simple: learn from the competition. They gained valuable insight into the potential BMW driver through database matching and benchmarking. This resulted in a more modest tone and placed greater emphasis on younger, female buyers. Locally generated content and improving buyers' experience with BMW dealers was backed up by BMW's heavier investment in marketing their entry level 'conquest' range – to counter perceptions that BMW was unaffordable.

Media Strategy

DraftFCB Media significantly changed tactics. Guided by their steps to success method, they transformed their media targeting by reducing allocations to print, outdoor and cinema while significantly increasing the TV and digital presence. A change of focus from cars to ideal lifestyle to appeal to new buyers, in particular younger women saw Celebrity Chef Josh Emmet and leading shoe designer Kathryn Wilson signed up as ambassadors. Leveraging off events such as Fashion Week and Taste of Auckland, as well as digital content, the BMW ambassadors tightly planned advocacy resulted in maximum reach and visibility.

Results

BMW finished 2012 as the new No.1 selling luxury new car brand in New Zealand. Despite a growing market, BMW's annual sales increased every year over three years, doubling the number of new cars sold compared to their nearest competitor. And this was achieved in spite of BMW's more expensive pricing.

BMW are now a familiar face in female media environments, culminating in their presence at NZ Fashion Week as the official car sponsor – an unthinkable idea in 2009!

BMW have also become category pioneers in digital media, a considered choice of focus that inspired maximum ambassador advocacy, all leading to the success of a sustained race to the finish line.