

Legacy. Built By You.



morezophotography
polepositioncardetailing

OBOX

M PERFORMANCE

Table of Contents

Overview	5
Company Background	6
Brand Audit	6
Online and Digital Presence	6
Past Effective BMW Campaigns	7
Past Ineffective BMW Campaigns	7
Market Analysis	8
Demographics	8
Consumer Behaviour	9
Psychographics	10
Traditional Vehicles vs. Electric Vehicles	11
Industry Trends	12
PEST Analysis	13
Competitor Analysis Brand Comparison	14
Competitor Analysis Model Comparison	15
SWOT Analysis	16
Marketing Communications Strategy	17
Creative Plan	20
Objective Legacy. Built By You	20
Strategy	20
Phase 1 - See and hear M Performance	20
Phase 2 - Engage M Performance up close	20
Phase 3 - Experience M Performance Legacy up front	21
Execution	21
Media Plan	22
Social Media	22
Cinema	23
Out-of-Home	23
Print	23
Search	24
Experiential	24
TV	24
Digital	25



Calendar of Events	25
June 2020	26
July 2020	26
January 2021	27
February 2021	27
March 2021	28
August 2021	28
September 2021	29
Flighting Schedule	30
Budget Breakdown and Summary	32
Evaluation Criteria (KPIs)	34
Sample Creatives	34
Digital Execution	35
Print Execution	36
Commercial Execution Commercial Script	37
Works Cited	44
Appendix	46

Overview

Canada has solidified itself as a top market for BMW and BMW M Performance. However, interest and sales in the market of traditional vehicles have declined due to a shift in the consumer mindset - sustainability. In today's day and age, notions of sustainability and going green have taken over many industries, with the performance car industry being no exception. The goal of this report is to provide a thorough understanding of the problem at hand, insights into the performance car industry and its target consumer, as well as an action plan to keep the M Performance brand at the top of its class despite the challenges that face the industry.

The BMW M Performance lineup has a longstanding history of providing consumers with a vehicle that embodies innovation, excitement, joy and thrilling confidence. These values are what solidified the reputation of the M Performance lineup. The action plan comes in the form of a three phase campaign, dictated by research and key insights, that leads consumers on a journey with our "big idea" of legacy: playing on the stimulation of sight and sound in Phase 1, touch in Phase 2, and reeling it all together with a thrilling and unique experience in Phase 3.

- | | |
|----------------|---|
| Phase 1 | The consumer will have a chance to see and hear what M Performance brings to the table. The roar of the engine, the unique and powerful design elements and the power of M Performance in action. |
| Phase 2 | This phase involves bringing M Performance vehicles for the customers to engage with. This will be through the Toronto, Vancouver and Montreal Autoshow by setting up an M Performance booth that will include an AR/VR experience. |
| Phase 3 | Consumers will have the chance to experience the thrill of driving a M Performance vehicle at the Drive Festival in September 2021. The Drive Festival will be hosted at the Canadian Tire Motorsport Park where consumers will be able to drive M Performance vehicles on 4 different test tracks. An exclusive all-inclusive package will be offered to those interested in BMW M Performance line in particular. |

These phases will be supported by a series of digital, print, TV, social media and OOH advertisements designed to show that this campaign is all about the consumer. The legacy that BMW M Performance has built, would not be possible without them.

To them we say, it's a **Legacy. Built By You.**

Company Background

Bayerische Motoren Werke, also known as BMW was founded in 1916 in Munich, Germany and produces a wide variety of automobiles and motorcycles. When the first dealership opened in The United States in 1975 it was unheard of at first but now BMW is one of the largest selling brands of luxury automobiles to date. BMW is dedicated to producing more than just their automobiles - they create a lifestyle for their clients. "The brand's innovations create emotion, enthusiasm, fascination, and thrills." (BMW)

Brand Audit

Online and Digital Presence

BMW.com is the first place to look at when customers are looking for initial information about the brand so it is extremely important to have an eye-catching, user-friendly website. BMW does exactly this. It is clean, sharp and easy to navigate. You're able to find the specific model you are interested in quickly and efficiently. The website also has a feature that allows BMW customers to "build a car" that's customized exactly to your wants; you can choose the colour and engine type while making price adjustments along the way. Along with FAQ, contact information, booking test drives and store locations, BMW also offers special options for corporate package deals that include deals for those who are a part of an international organization (tax free being a big seller). Needless to say there isn't much being missed on their website.



BMW is fairly active on Twitter and has a following of 2 million. Tweets have an average rate of minimum 1k likes showing a fairly consistent following. Most of their tweets are to promote their vehicle lineup but BMW still shows that they are keeping up with trends. For example, a social media post was created to express their happiness with a podium finish in formula E with one of their cars.



On Facebook, BMW has 20 million page likes. With every post they share, they accumulate between 5k to 100k likes. The shares of the videos ranges from 1,000 and up on average. Again they show they are updated on current events by sharing relevant videos that will appeal to both young and older demographics while still maintaining a professional tone. BMW will sometimes go on Facebook Live for a more conversational approach to promoting their vehicles, also allowing for a more interactive experience for the consumers and fans of BMW.



BMW has a following of 26.2 million followers on Instagram, with each post gaining 150k to 500k likes. BMW also has a page dedicated for the M Series, with 6.8 million followers. A typical post on either of these accounts showcases BMW cars and their features, keeping the accounts clean and professional. The account also has highlights/stories with information and photos dedicated to different models.

Past Effective BMW Campaigns

- “Butterflies” by FCB Inferno:
Included video to promote the launch of the BMW i8 Roadster sees one of the cars explode into butterflies.
- “Certified BMW” by Goodby Silverstein & Partners:
The campaign used old ads but in newer modified versions having a voice-over from the actor Chris Pine. He explains how much money they saved using the same ads and compares it to how much you can save with a certified BMW too.
- “Embrace the Unknown”
BMW wanted to show how the vehicle handled the wilderness while explaining the luxurious details of the X1 vehicle.

Past Ineffective BMW Campaigns

- BMW had to pull an ad from UAE (United Arab Emirates) when locals deemed it to be offensive. In the commercial there was a soccer club singing the anthem to only stop halfway through to rush towards a BMW vehicle when they heard the engine. Plenty of people thought of it as disrespect to the anthem and “stop BMW ads” began trending on twitter.
- “Joy”
Live 3D interactive building projection that took place in Singapore. The campaign was both a success and failure since BMW failed to capitalize on social media's full potential. A prime example is that while the campaign was running, if you typed the word “Joy” into any major SEO BMW would not show up in the top 10 results (There also was nowhere to view the video other than YouTube but in its first week it still received 115,000 views.)



Market Analysis

Demographics

Research has shown that the target demographic for BMW M Performance vehicles are predominantly males in the 50+ range, as this age group makes up 54% of the total consumer population.



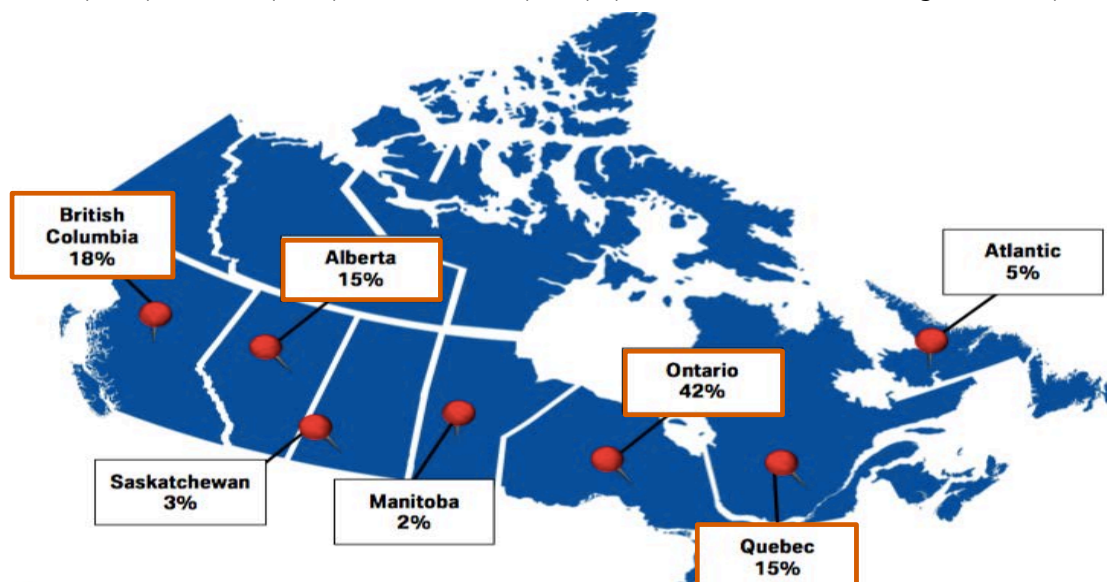
	 BMW Average	 BMW M Average
Average Age	49	49
Under 20	0%	0%
20-29	9%	9%
30-39	17%	18%
40-49	22%	19%
50-59	27%	30%
60+	25%	24%

Image retrieved from *BMW M. CONSUMER INSIGHTS 2018*

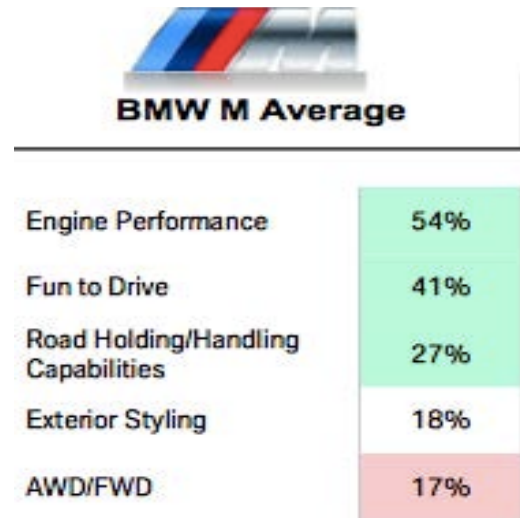
For this demographic, 78% are either married or common law, with the average household income being \$245,298.00 CAD. In particular, 24% of M Performance consumers have families that include children in the household while 26% are under 45 with no kids.

The average household income for this demographic is \$245,289.00 CAD. When it comes to life stages, 78% of the consumer population is either married or are common law. 24% of M Performance consumers have families that include children in the household while 26% of M Performance consumers are under 45 with no kids. The remaining 50% are consumers that are over 45 with no children which suggests that these individuals may either be empty nesters or mature, single individuals.

The top markets for BMW Canada are also segmented between 4 provinces: Ontario (42%), British Columbia (18%), Alberta (15%), and Quebec (15%). (BMW M. Consumer Insights, 2018)



Consumer Behaviour

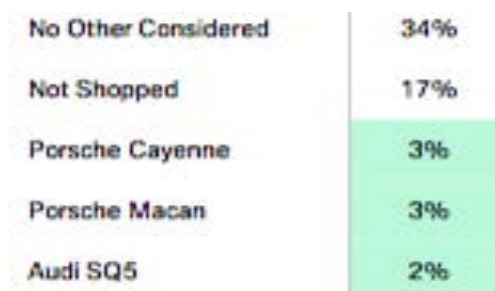


The target demographic of men aged 40-60+ have certain behaviours when it comes to making a purchase decision. Research revealed that this demographic spends roughly 6-7 weeks searching for information before making a purchase decision. On top of that, these individuals have a set of particular requirements when it comes to making a decision for a performance vehicle.

Of the current M Performance owners, 54% stated that engine performance was a top priority, 41% said the car had to be fun to drive and 27% were also concerned about the car’s road handling capabilities. When it came to styling and other technical features, only 18% were concerned about the styling of the car and 17% concerned about the FWD/AWD capabilities.

When making an actual purchase decision, the consumer must take into account other options available to them on the market. Research revealed that 3% of M Performance owners considered the Porsche Cayenne, Porsche Macan and the Audi SQ5. However, 34% of M Performance owners did not even consider a different automotive brand and 17% did not shop around for a different vehicle. People who are looking to purchase BMW M Performance models are car enthusiasts. They care about what goes on under the hood and are more focused on the experience rather than the styling or looks of the vehicle. Research suggests that BMW M Performance customers are loyal to BMW. This aligns with the Gen X/Baby Boomer mentality of brand loyalty.

Most Seriously Considered Models



Psychographics

According to the research conducted, it was revealed that persons aged 40- 60+ are the main target demographic for the M Performance Brand. This age group falls under both Gen X (40-59) and Baby Boomers (60+). Both of these populations have habits that are well ingrained into their lifestyles, however, they do differ.

The individuals that are a part of the 60+ age group have the largest impact on the economy. They were the generation that went through significant changes over the course of their lives. In turn, they have become a generation that is affluent, tech-savvy, and physically active. Individuals in this generation have developed the tendency to be meticulous with their research on products and are brand loyal which shows that they are reluctant to change. This is especially apparent in those who hold the mentality of “t his has been the brand that I’ve always used.”

This generation has also learned to save and spend wisely. When it comes to new technology, Baby Boomers have shown the ability to learn, and learn quickly. Research revealed that this generation does spend a considerable amount online with 21.2% saying they are moderate users and 15.2% saying they are moderate-heavy internet users. They are also the generation with the second-highest income behind Gen Xers and therefore have room to spend on leisure activities. (Vividata, 2019)

Gen X on the other hand is a unique age group. Towards the older end of the generation, they hold values that more closely resemble the Baby Boomers. This includes high levels of brand loyalty, making purchase decisions based on actual experience and/or the opinion of a close friend/family member and spending their money wisely. Conversely, the younger end of the generation takes on values and habits that are more closely related to Millennials. This end of the generation has adapted well to social media but in turn has also become the more receptive side of the Gen X population. They are more receptive to advertisements and online content. (Herman, N.D.)

This target demographic makes an interesting case for BMW M Performance. Together, they have a larger income than the rest of the other generations combined. Although they have a large disposable income, they are very cautious about their spending. Alluding to the mentality of “This is the brand I’ve always used.”, it shows that if they can be captivated by the brand, they will remain loyal. What this means for BMW M Performance is that they need to [show](#) why M Performance is top of its class, rather than tell to attract this demographic.

Traditional Vehicles vs. Electric Vehicles

Due to advancements in science and more public knowledge regarding climate change, electric vehicles are becoming the forefront of automobile conversations. It is seen as an accessible fix to a growing problem.



- Reduced tailpipe emissions, thus less pollutants travelling into the air
- Rechargeable batteries instead of fuel
- Cost efficiency with battery charging instead of gasoline
- Energy efficiency as AEV batteries convert 59 to 62% of energy into vehicle movement while gas powered vehicles only convert between 17 and 21 percent. This means that charging an AEV's battery puts more towards actually powering the vehicle than filling up at a gas pump."
- Ability to drive up to 100 miles while consuming only 25 to 40 kilowatt-hours (kWh) of electricity Assuming that your electric car can travel three miles per kWh, the electric vehicle can travel about 43 miles for \$1.00. By comparison, if we assume that gas costs \$2.50 per gallon, an average gasoline vehicle with a fuel efficiency of 22 miles per gallon will only be able to travel 10 miles for the same price"
- High performance with low maintenance



-
- The manufacturing process of mid-sized electric vehicles with an 84-mile range results in about 15% more emissions than manufacturing an equivalent gasoline vehicle
 - Battery can only hold so much energy before needing to be charged, resulting in less travel distance
 - Higher cost
 - Loss of driving feel
 - Less manual control of vehicle
 - Less charging stations
 - One charge reaches approximately 130-160 km, requiring the consumer to be cognizant of long-distance driving at all times
 - Recharging can take up to 8 hours
 - Limited choice of models at this time
 - Requires professional maintenance

In particular, electric vehicles' core ethos is sustainable functionality. Electric vehicle models are framed through ecological considerations and turn vehicles back into tools as opposed to an involved experience. It gives the driver less control, and changes driving into automation.

While some electric cars do offer manual transmissions, frontrunners like Tesla do not.

Industry Trends

With the rapid advancement in technology, the face of the automotive industry is on pace to change quickly and drastically. Across the board, more and more vehicles are being loaded with technology that consumers have now grown to love. All vehicles (low-tier, mid-tier and luxury) are fitted with state of the art infotainment systems that seamlessly interface with our phones, provide navigation and can even surf the internet. This trend will only continue to grow as new technological advancements are developed. The advancement in technology has not just affected the way that people interact with their cars from an infotainment standpoint, but also how the car performs and it's on-road capabilities. Most modern cars are now fitted with cruise control and lane-keep assist which virtually eliminate the need to actually drive and thanks to GPS mapping, augmented reality is now being incorporated through heads up displays (HUD's) which give real-time directions and warnings right on your dashboard. Wi-fi is also being integrated into many production vehicles. This is a huge advancement as the general trend among the world population is to always be connected. According to an article on *haydenagencies.com*, "your car will not remain a dead-zone, but rather an extension of your life and daily activities.

Conversely, another trend that is sweeping the automotive industry is the advancement and adoption of rideshare services. Services like Uber and Lyft are slowly eliminating the need for drivers to physically drive their cars. Some consumers are trading in the joy of driving for the sake of convenience and sustainability as ridesharing provides both a cost-effective and sustainable way to travel.

Electric cars are now starting to flood the market with almost every manufacturer producing some sort of electric vehicle or plug-in hybrid. Luxury car brands such as BMW, Porsche and Acura have all developed high-performance electric vehicles in lieu of this trend (BMW i8, Porsche Taycan and Acura NSX). However, even lower tier and mid-tier manufacturers have followed suit and made owning an electric vehicle much more accessible.

It's no doubt that the biggest threat to traditional vehicles is the rapid advancement of electric vehicles and advancement in technology.

PEST Analysis

Political	Economical
<ul style="list-style-type: none"> - Safety regulations change regularly, which may require production changes to vehicles - Mandated emissions testing/standards vary country to country - Potential changes in environmental regulations reflecting current climate crisis - Minority federal government in Canada affects types of legislation pushed through - The ban of single use plastic in some parts of the world - New USMCA deal requires automakers to acquire 75% of their auto products from within NA up from 62.5% in the previous NAFTA deal (Industry week) - Brexit impacting trade relations with EU - Upcoming U.S. elections may impact trade relations with Canada - Stronger employment regulations in Canada - Corporate tax rates changes in legislation 	<ul style="list-style-type: none"> - Car industry growing - The rise in wages in BC, Alberta, Quebec, and Ontario - Postponing of the oil pipeline (delays in operation, and protests) - Germany expecting economic growth for 2020 third quarter (Euronews) - Covid-19 global impact (coronavirus) - Upcoming recession due to Covid-19, less purchasing power for consumers - Housing crisis, less disposable income for more consumers - Low interest rates (1.75%) - Changing exchange rates in light of Brexit - Inflation rate rising to 2.4% - Higher debt rate, less disposable income in Canada [47% don't believe they'll be able to cover their expenses for the next 12 months without increasing their debt) (MNP Ltd., 2019) - Average and median income steadily increasing
Socio-cultural	Technological
<ul style="list-style-type: none"> - Climate change becoming a large factor in consumer's buying behaviour - Expectations for environmentally safe standards - Increase in income, middle and upper class - Increased immigration year to year - Increase in entrepreneurs/self-employment - Millennial population surpass baby boomers - More health-conscious attitudes - Average and median income for women steadily increasing - \$10k disparity in average income between men and women - Decreasing household size - More focus on work-life balance and happiness - Firmer dependency on technology - Firmer dependency on social media 	<ul style="list-style-type: none"> - Rise of consumer dependence/need on social media - Increase in manufacturers' outsourcing - Automation in manufacturing leading to decreased production costs - Rising popularity for electric vehicles - More focus on development of self-driving vehicles - Continuous improvements on road and driver safety - Advancements in how we view and interact with vehicles - moving beyond just being a tool - Better servicing techniques, both customer-oriented and product-oriented - Rising popularity in ridesharing - Upwards trajectory in advancements in artificial intelligence - Digital more accessible than print

Competitor Analysis | Brand Comparison

Brand	Positioning	Market Share	Long term plans
BMW	“The Ultimate Driving Machine” - the reckless but elegant, sporty but classy type	2,181 2.0% Y-o-Y: -6.1%	VisionM: electrified sports car/line
Audi	“Consistently Audi” “Unleash the beauty” - aiming to be the most progressive premium brand with the best customer experience; stands for sporty vehicles, high build quality and progressive design	1,702 1.6% Y-o-Y: -9.1%	Unleash the Beauty of Sustainable Mobility - Consistently sustainable, forefront of electric vehicles
Mercedes	“The Best or Nothing” - perfection in engineering, safety and luxury at the highest level	3,496 3.2% Y-o-Y: -7.3%	Ambition2039: transformation of the full range of passenger cars into a carbon-neutral product range as of 2039.
Lexus	“The epitome of luxury” - distinctive luxury brand with pioneering technologies, brave design and a human-centered approach	1,780 1.6% Y-o-Y: 5.9%	Lexus Electrified: by 2025, all vehicles will have an electric option
Porsche	“There is no substitute” Luxury and lifestyle brand	760 0.7% Y-o-Y: 1.4%	Mission E: a fully electric sports car

Competitor Analysis | Model Comparison

Product	Features	+	-
BMW M4	<ul style="list-style-type: none"> -Rear wheel drive -425hp -6-7 speed transmission -4.3 seconds 100km/hour (M4) 	<ul style="list-style-type: none"> -High reliability score (5 power circle rating) -Four driving modes: Comfort, Sport, Eco Pro, and Sport+ -historically recognized 	<ul style="list-style-type: none"> -Cramped rear seats -shallow trunk -pricey upgrades
Audi RS4	<ul style="list-style-type: none"> -All wheel drive -444hp -7 speed transmission -4.1 seconds 100km/hour 	<ul style="list-style-type: none"> -Top safety score -Secure handling -Recognized as a racetrack ready brand -Luxurious interior 	<ul style="list-style-type: none"> -Cannot feel road -User complaints of quality of engine
Lexus RC F	<ul style="list-style-type: none"> -Rear wheel drive -467hp -8 speed transmission -4.9 seconds 100km/hour 	<ul style="list-style-type: none"> -More powerful than BMW -Comfortable seating -Quiet -Smooth ride 	<ul style="list-style-type: none"> -Much heavier -Much less torque -Less flexibility in corners -Fake engine noises -Bad infotainment -Known for luxury more than performance
Mercedes-AMG C63 S Coupe	<ul style="list-style-type: none"> -Rear wheel drive -503hp -9 speed transmission -4.1 seconds to 100km/hr -Limited slip differential 	<ul style="list-style-type: none"> -Faster than BMW -high reliability score (5 power circle rating) -Extremely responsive 	<ul style="list-style-type: none"> -Heavier, roasts tires -Significantly more expensive -Not a pure sports car -Limited colour range
Porsche 911	<ul style="list-style-type: none"> -Rear wheel drive -443hp -7 speed transmission -2.9 to 4.5 seconds to 100km/hr 	<ul style="list-style-type: none"> -Top of mind for sports cars -Strong pop culture relevancy Flexible, responsive powertrain -Precise, communicative chassis -Fun to drive 	<ul style="list-style-type: none"> -Pricey with expensive customizations -Small/cramped -Users often state ruins driving experience with other cars

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Brand recognition-> major drivers in BMW: marketing, commitment to quality, innovation and safety - Large Product Range - Research and development-> growth in technology and changing customer trends - Brand Equity-> visual representation, mnemonic sound - Engineering - International 	<ul style="list-style-type: none"> - Premium Prices-> related to its premium brand image - Vehicle Recalls-> have to stress safety because they have been penalized for not following safety precautions in the past i.e., 2018 UK recall involving at least 268,000 vehicles - Not as fast at implementing, creating or distributing new technology - Based on 2018 consumer data, only 32% of customers were satisfied with quality
Opportunities	Threats
<ul style="list-style-type: none"> - Advancing technology-> AI, digital tech, etc. consumer interest in autonomous driving has grown digital marketing and customer engagement - Emphasis on electric -> M line can adapt to E technology - Technology infused in vehicles -> strategic partnerships with technology leaders like Apple, Google, Amazon, Microsoft etc, or advertising partners - Changing demographic-> Millennial population has surpassed Baby Boomer 	<ul style="list-style-type: none"> - Competitive-> Tesla (electric and tech forward) - Regulatory/legal changes - Drop in stock market/upcoming recession - Growing costs of raw materials - Changing demographic-> millennial population has surpassed boomer - Global warming -> M brand needs to adapt to ecological changes in social climate - Brexit -> Could affect trade regulations/restrictions with EU - Economic changes leading to a recession

Marketing Communications Strategy

Research revealed that there are several channels that are used widely by the target demographic and car enthusiasts alike. Because of this, the team at OBOX has narrowed down the channels to a select few that will augment each other for the duration of the campaign.

These channels are:

- **Social Media** - A large percentage of both Baby Boomers and Gen X are on social media. Primarily LinkedIn, Instagram and Facebook. (Please see Appendix A)

Websites/Apps Social	Gen X	Boomers
Facebook	78.2%	74.2%
Instagram	30.3%	19.5%
LinkedIn	26.5%	19.8%

- **Cinema** - The use of cinema in this context allows us to incorporate widespread reach across all age groups. The primary reason for this media channel is to take advantage of the technology at play. Airing a commercial in cinemas allows us to take full advantage of sight, sound and motion (in some cases). They are also free of distraction and will potentially allow the consumer to focus on the commercial being aired.
- **Out-of-Home** - The use of Out-of-Home again allows us to reach a widespread audience. However, with the main method being billboard ads, this will allow us to target the audience in better context than theatres. As the target demographic are also car enthusiasts, they will more likely be exposed to billboards by driving rather than other OOH methods such as transit ads.
- **Print** - Research revealed that the target demographic still reads print at a fairly high rate. Many have read a magazine in the last week and approx. 80% read a magazine in the last 3 months. (Please see Appendix B)

Magazines - When Last Read - Printed	Gen X	Boomers
Past Week	43.8%	54.6%
Past Month	68.3%	76.8%
Past 2 months	76.5%	83.3%
Past 3 months	81.2%	86.5%

Marketing Communications Strategy Cont'd

- Search** - In this day and age, Google is a tool that is used widely by all generations. Research revealed that a significant number of the target demographic searched for a product online after seeing an ad. Search also allows us to target our audience by delivering ads to them as they search, through platforms such as Google Adwords. (Please see Appendix C).

Ad Influence - Actions Taken After Seeing an Ad	Gen X	Boomers
Searched online for product	32.4%	29.3%
Purchased a product	15.1%	13.0%
Commented on the ad	4.6%	3.5%
Recommended the ad	4.2%	4.5%

- Experiential** - This element is key to influencing a purchase decision with Baby Boomers and Gen X. It allows us to provide context to the product as well as have the target demographic experience the product. As this demographic is not always easily persuaded by advertisements alone, it is important to bring context and experience to the table.



Marketing Communications Strategy Cont'd

- TV - Approx. 30% of both Baby Boomers and Gen X both identify as moderate consumers of television. This generation grew up with television as opposed to this Internet. Advertising through TV spots will allow us to reach the target audience on a platform that they use frequently.
- Digital - Baby Boomers and Gen X both have a significant online presence. Research revealed that both Baby Boomers and Gen X regularly consume online content ranging from digital magazines to online video. Incorporating digital banner ads on magazine websites and pre-roll advertisements on YouTube would be an ideal way to reach the target audience. (Please see Appendix B) (Please see Appendix E)

Magazines - When Last Read - Digital	Gen X	Boomers
Past Week	41.4%	31.0%
Past Month	53.1%	40.5%
Past 2 months	56.8%	44.1%
Past 3 months	61.3%	48.2%

Device For Online Activities Past 30 Days - Watched YouTube	Gen X	Boomers
Computer	63.5%	69.2%
Mobile Phone	51.4%	30.0%
Tablet	33.3%	31.2%

Creative Plan

Objective | Legacy. Built By You

Through our creative plan our objective is to show the evolution of M in a way that resonates with consumers effectively. BMW M models are now more powerful than ever, and although M models used to be reserved specifically to facilitate BMW's racing program, today they are accessible to anyone with a love for high-performance vehicles. Consumers don't have to stick to the race track either, M models are road-ready performance vehicles. Buying an M model from the BMW lineup means you're building a legacy, becoming a part of something exclusive, something yours. Legacy. Built by you.

Strategy

We are releasing our ads in a way that tells a story to the consumer. The strategy is to provide a clear and defined path for the consumer, leading them from awareness, to advocacy, to consideration and finally, a purchase decision. The target market of individuals from 40-60+ years of age stand by the notion that "seeing is believing". They are not easily influenced by advertisements and need to have experienced using the product before arriving on a purchase decision. Through this campaign, consumers will be led through a three phase journey that will stimulate awareness and influence engagement with the M Performance brand through a series of experiences that convey to them that M is more than just a badge on the car.

- **Phase 1 - See and hear M Performance**

Our "Legacy" commercial will air in theatres in Ontario, British Columbia, Alberta and Quebec during the pre-screening for movies set to release in June 2020-July 2020. The commercial features sounds and visuals that immerse the viewer in what it's like to experience the M Performance Brand. This phase will also be accompanied by social media advertisements on LinkedIn, Instagram and Facebook, OOH (Billboards), Digital Ads and Online Video (Youtube Pre-roll).

- **Phase 2 - Engage M Performance**

Building on the awareness built in Phase 1, Phase 2 aims to reinforce that and bring the consumer to a place where they can see and feel what it's like to engage with M Performance Vehicles up-close. Much like Phase 1, ads will continue to run through LinkedIn, Instagram and Facebook, OOH (Billboards), Digital Ads, Online Video (Youtube Pre-roll) with the addition of print advertising in newspapers and magazines as well. The X factor of this phase however will be hosting a booth at the Montreal, Toronto and Vancouver Auto Show for M Performance Vehicles. This is the time where we will have the chance to engage with the consumer, and have them engage with models across the M Performance lineup by offering a AR/VR experience of what it would be like to drive an M vehicle.

- **Phase 3 - Experience M Performance Legacy**

This portion of the campaign aims to provide the consumer with an experience like no other. Through Phases 1 and 2, consumers have already had the chance to build their opinions on the M Performance brand through visuals, audio and touch. Phase 3 is meant to bring it all together and provide a truly unique and valuable experience. A mini event will be hosted during the Drive Festival, taking place at the Canadian Tire Motorsport Park in Bowmanville, ON. The festival is oriented around performance cars which sets an ideal environment to engage with the consumer and provide them with the most thrilling and unique driving experience. Drivers will have the chance to test M Performance models on 4 different test tracks that will be able to showcase the vehicle's capabilities in different conditions and environments. Leading up to this event, ads will continue to run on the same platforms as Phase 2: Social Media, OOH, Digital, OLV and Print. An all-inclusive package rate will be offered to draw in interested consumers across Canada. This package will include airfare, accommodations, a VIP line priority pass, as well as an exclusive gala.

Execution

With the prestigious background of M models being one of the driving factors in the buying process, we wanted to highlight that in our creatives; how older models of M are still influential and important to the legacy of M, while looking forward to the future of newer models. Iconic elements of M like the unique grill, brake callipers, twin tailpipes, and the sound of the engine are what stick out in enthusiasts minds when thinking about M performance vehicles, our goal with our creative samples is to highlight and appreciate the original M models while looking forward to the newer more powerful evolution of M.

- Our first mockup shows a split M1 and M6 merged into one to show a relationship between the two models. The caption on the photo is "New Look, Same Burn", on both sides of the car smoke coming out of the tires is shown to prove the power one can feel when driving both vehicles.
- Our second creative concept shows a line-up of iconic M models beside each other with the caption "From M to M". This shows the evolution of M in a simple graphic and also the growth of the BMW brand over the years as they release exceptional cars time and time again.
- Our third mockup is an older M1 passing by an M6, with the caption "From Generation to Generation". This shows the consistency of the M model and BMW brand. Quality and luxury are two elements that the BMW brand has always strived for and have consistently delivered on since the beginning, this graphic proves that as the M1 is still an iconic car, and the M6 is even more impressive.
- We also chose to do virtual out of home ads, the fourth interactive graphic features an unknown BMW model underneath a tarp spinning on a display, with the caption "Engage the Legacy". This ad is to prompt consumers to look into attending the Toronto Auto Show to see BMW M's performance lineup up close and personal.

- Our fifth creative element is another virtual ad that features a POV behind the dashboard, as if the viewer is driving the car themselves. The graphic will be as if the car is driving along a winding road. The caption is “Experience the Legacy”, this ad is to prompt consumers to look into attending the Drive Festival in order to experience driving an M Performance vehicle themselves.
- We are also releasing a commercial that aligns with our big idea, “Legacy, Built by You.”. The idea behind this commercial is to bridge M drivers together by their love for M Performance vehicles, not by any other factor including age, gender, marital status, etc. It also shows the evolution of where M started vs where it is now and how much has improved along the way.

For Phase 2, a custom AR/VR experience at the Montreal, Toronto and Vancouver auto shows in 2021 will be created that demonstrates how driving an M Performance vehicle looks and feels like. These auto shows are an opportunity to grab the attention of a wider audience as each auto show captures a minimum of 200,000 visitors for its duration per year. It is an event meant for car enthusiasts thus narrowing our campaign scope to those who would be more interested in learning about BMW M Performance vehicle. Utilizing an experiential technique will allow consumers to be fully engaged with the product. Experiential also allows BMW to create footage based on real consumers for the close off of the campaign on social media.

For Phase 3, BMW will offer an exclusive experience to BMW VIP attendees of Drive Festival held in Bowmanville, Ontario. BMW’s ‘Legacy’ VIP pass is an all-access pass which includes airfare, accommodations, a welcome gala and line priority for trying out any vehicles available on the racetrack. The package is \$3,000 + HST, priced competitively, and covers 4 days.

Experiential Event Dates	
Montreal Auto Show	January 22 – 23, 2021
Toronto Auto Show	February 19 – 21, 2021
Vancouver Auto Show	March 26 – 28, 2021
Drive Festival	September 11 – 13, 2021

Media Plan

Social Media

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Tactics: Posting on sponsored ads on social platforms including LinkedIn, Facebook and Instagram promoting the key events and elements during each Phase of the **Legacy. Built By You** campaign.

Strengths of Channels: Can target the audience straight on their device, able to track reach, impressions and other follower insights, and provides a call to action.

Cinema

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Tactics: Producing a pre-show commercial for the upcoming movies Top Gun: Maverick and Tenet. These commercials will be featured in cinemas across Ontario, British Columbia, Alberta and Quebec during each Phase of the **Legacy. Built By You** campaign.

Strengths of Channels: Captive and engaged audience. Visual experiences are more visceral with less exterior noise and distraction. Commercials have the ability to use full sight, sound and motion to increase ad recall for consumers and create an immersive experience. It introduces and raises awareness of the product to generalists.

Out-of-Home

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Objective: Creating billboards that will be featured across Ontario, British Columbia, Quebec and Alberta during each Phase of the Legacy. Built By You campaign. These billboards will be based off of major highways as well as at the following airports: YYZ (Pearson International), YYC (Calgary International), YVR (Vancouver International), YUL (Montreal International). Ads will also be posted in each airport's business lounge.

Digital ads with moving components across the GTA (i.e., Yonge and Dundas Square) and surrounding areas to promote the Drive Festival and Vancouver, Toronto and Montreal Auto Shows.

Strengths of Channels: Can attract the audiences while commuting and in transit. Utilizes location to reach the target audience in an interesting and captivating way.

Print

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Tactics: Creating a campaign ad to be posted in the Financial Post, and The Car Magazine as well as other Sports/Recreation Magazines.

Strengths of Channels: Print allows for strong audience demographic targeting. It also provides more information that may not be included on OOH placements, such as information regarding experiential events such as time/place/location.

Search

Objective: To drive traffic to the BMW homepage, the Autoshow and the Drive Festival website during the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Tactics: Use Google Adwords and SEM to drive traffic to the BMW M Performance webpage.

Strengths of Channels: Allows for advertising directly to the consumer as they search for it. Users trust search engines and it is important to have a presence in the top position for the keywords the user is searching for.

Experiential

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 2 – January-March 2021, and Phase 3 - September 2021.

Tactics: Featuring Phase 2 & 3 of our campaign which will advertise BMW's presence at Montreal, Toronto and Vancouver Auto Shows from January – March 2021, as well as the Drive Festival in September 2021. These ads will showcase the unique offers in Phase 2 & 3.

Strengths of Channels: Vancouver, Toronto and Montreal's Annual Auto Shows is an opportunity to grab the attention of a wider audience as each auto show captures a minimum of 200,000 visitors for its duration per year. It is an event meant for car enthusiasts thus narrowing our campaign scope to those who would be more interested in learning about BMW M Performance vehicle. Utilizing an experiential technique will allow consumers to be fully engaged with the product. Experiential also allows BMW to create footage based on real consumer interest for the close off of the campaign on social media.

TV

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Tactics: Developing a commercial that will be featured on CBC, TSN and Sportsnet across Ontario, British Columbia, Quebec and Alberta, and air during the Summer Olympics 2020 broadcast in July.

Strengths of Channels: Globally, the 2016 Olympics drew in an audience of 3.6 billion viewers, with 32.1 million being Canadians (CBC Media, 2016). It is expected this number will remain the same with little deviance. It is real-time broadcasting, meaning viewers cannot skip commercials like they would ordinarily during regular programming. As the Olympics span several days, it gives BMW

the opportunity to engage the viewer multiple times over the course of a relatively long-time frame, allowing better ad recall.

Digital

Objective: To increase the awareness of the M Performance Line and the specific elements of the **Legacy. Built By You** campaign in Phase 1- June 2020, Phase 2 - January 2021, and Phase 3 - August 2021.

Tactics: Developing branded pre-roll content for YouTube and developing a digital editorial spread in the Financial Post for Phases 1 – 3.
































Strengths of Channels: Approximately 140,000 Baby Boomers and 174,000 Gen X-ers access the Financial Post digital magazine at least once a month (Please see Appendix B). As this is the age group of our target demographic, it is an accessible way for BMW to advertise to garner awareness for its M Performance line, but also advertise its AR/VR presence at the Montreal, Toronto and Vancouver Auto Shows in Phase 2 and BMW's participation in Drive Festival in Phase 3.

Creating YouTube pre-roll content allows BMW to stay relevant and target Baby Boomers and Gen-X'ers searching automotive content.































Calendar of Events

Phase 1

June 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2   	3 	4 	5 	6
7 	8	9   	10 	11 	12 	13
14 	15	16   	17 	18 	19 	20
21 	22	23   	24 	25 	26 	27
28 	29	30   				

July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 	2 	3 	4
5 	6	7   	8 	9 	10 	11
12 	13	15   	16 	17 	18 	19
20 	21	22   	23 	24 	25 	26
27 	28	29   	30 	31 		

Phase 2














































January 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 	2
3 	4	5 	6 	7 	8 	9
10 	11	12 	13 	14 	15 	16
17 	18	19 	20 	21 	22 	23
24 	25	26 	27 	28 	29 	30
31 						

February 2021




















Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 	2 	3 	4 	5 	6
3	8 	9 	10 	11 	12 	13
10 	15 	16 	17 	18 	19 	20
21 	22 	23 	24 	25 	26 	27/28

March 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1  	2   	3 	4 	5 	6
3	8  	9   	10 	11 	12 	13
10 	15  	16   	17  	18 	19 	20 
21 	22  	23   	24  	25 	26 	27 
28 	29  	30   	31 			

Phase 3

August 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 	2	3   	4 	5 	6 	7
8 	9	10   	11 	12 	13 	14
15 	16	17   	18 	19 	20 	21
22 	23	24   	25 	26 	27 	28
29 	30	31   				

September 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 	2 	3 	4
5 	6	7 	8 	9 	10 	11
12 	13 	14 	15 	16 	17 	18
19 	20	21 	22 	23 	24 	25
26 	27	28 	29 	30 		

Flighting Schedule

June - July 2020	January - March 2021	August - September 2021
<ul style="list-style-type: none"> - Search - Out of Home - Social Media - Digital - Cinema - TV 	<ul style="list-style-type: none"> - Search - Out of Home - Print - Social Media - Digital - TV - Experiential 	<ul style="list-style-type: none"> - Search - Out of Home - Print - Social Media - Digital - TV - Experiential

Each component of the campaign will be running off of different platform channels throughout the entire term.

Cinema pre-show commercials will run from June to July 2020 in Phase 1 only. It will run in specific films such as Top Gun: Maverick and Tenet throughout Ontario, British Columbia, Quebec and Alberta to drive awareness and garner interest from generalists.

TV commercials will run from July 24 to 31, 2020. It will air on CBC, Sportsnet and TSN during the Summer Olympics 2020.

Search will be used consistently throughout the campaign, driving awareness to the brand and m performance models, and the experiential events that will be held in Phase 2 and Phase 3 of this campaign.

Social Media will be used throughout each phase of the campaign. Sponsored ads will be posted with regularity on Facebook, Instagram and LinkedIn to create brand awareness and promote the journey being created. To conclude the campaign, a short film from the Drive Festival will be posted across all platforms.

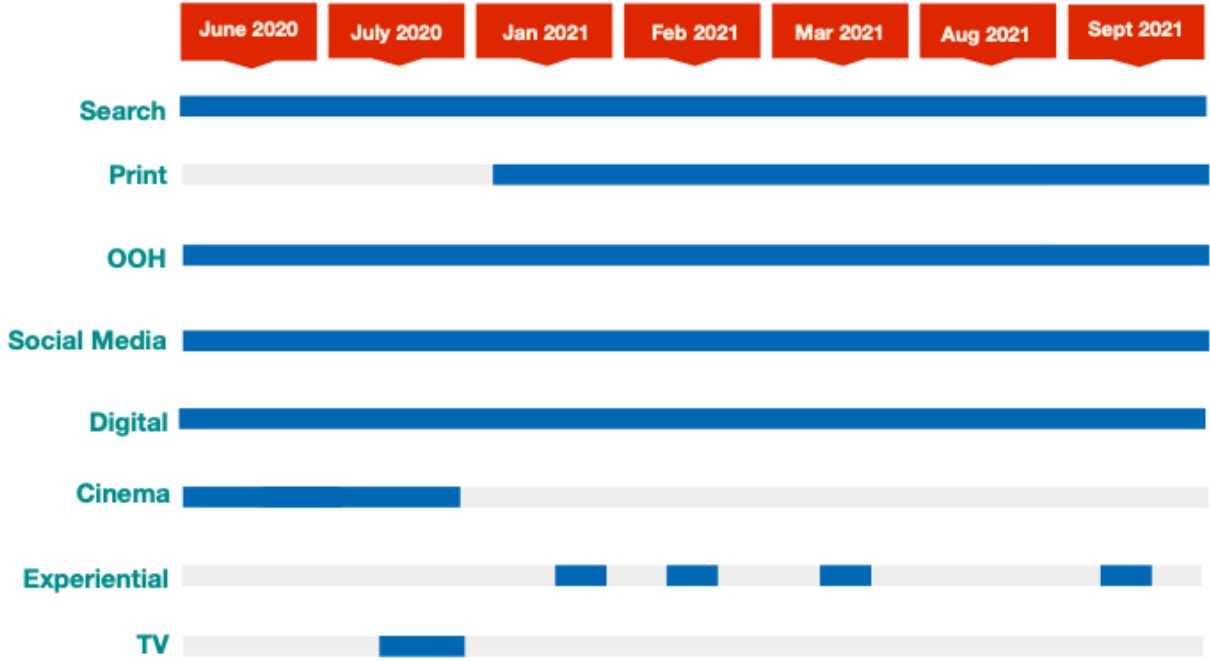
Digital will be running throughout each phase of the campaign. In Phase 1, YouTube pre-rolls will be used to drive awareness and garner interest. In Phase 2, a new pre-roll will be created to advertise the AR/VR experience at the International Auto Show 2021, as well as a banner in the Financial Post's digital magazine. In Phase 3, the pre-roll will showcase BMW's involvement at the Just Drive Festival, and how consumers can participate, alongside another banner in the Financial Post's digital magazine.

Out-of-home will be running from June to July 2020, January to February 2021, and August to September 2021. Billboards on major highways and at major airports will be showcased in Ontario, British Columbia, Alberta and Quebec. In each airport’s business lounge, a poster will be showcased as well. Digital billboards will also be utilized such as the ones found in Yonge and Dundas Square, Toronto, Ontario. A different visual image will be created to reflect each phase.

Print ads will run in the Financial Post and The Car Magazine in full color to generate buzz and awareness for Phase 2 and Phase 3 in which consumers may have an interactive experience with the M Performance line.

The experiential component will be taking place in Phases 2 and 3. Phase 2’s experiential event will be a AR/VR experience taking place at Montreal, Toronto and Vancouver’s annual auto shows. Montreal’s show is expected to take place January 17-26, 2021, Toronto’s February 12-21 and Vancouver’s March 25-29, 2021.

For Phase 3’s experiential event, it will be the Drive Festival held in Toronto on September 11-13, 2021. The Drive Festival offers attendees a chance to test drive BMW M Performance cars on a racetrack.



Budget Breakdown and Summary

As per FCB, BMW typically spends approx \$3,000,000.00 per campaign. Working with this amount, below is a breakdown of how the funds will be allocated for the selected media channels across Ontario, British Columbia, Alberta and Quebec. Because Ontario has the largest share in the Canadian market, there will be a slight bias in fund allocations.

Estimated Total Budget - \$3,000,000.00 CAD

2% Contingency - \$60,000.00 CAD

Production Cost - \$900,000.00 CAD

Total Available Media Spend - \$2,040,000.00 CAD

Digital Billboard (Yonge Dundas) - \$8000/mo x 3 Months

- June 2020	\$8000.00
- January 2021	\$8000.00
- August 2021	\$8000.00
Total	\$24,000.00

OOH Billboards

(48'W x 14'H) Ontario - \$5000/mo x 3 BB x 4 mo.

- June 2020	\$15,000.00
- July 2020	\$15,000.00
- January 2021	\$15,000.00
- August 2021	\$15,000.00
Total	\$60,000.00

(96 sheet | 480w" x120"h) Quebec w. French Copy - \$2000/mo x 2 BB x 4 mo.

- June 2020	\$4,000.00
- July 2020	\$4,000.00
- January 2021	\$4,000.00
- August 2021	\$4,000.00
Total	\$16,000.00

(48'W x 14'H) Vancouver - \$2500/mo x 2BB x 4 mo.

- June 2020	\$5,000.00
- July 2020	\$5,000.00
- February 2021	\$5,000.00
- August 2021	\$5,000.00
Total	\$20,000.00

(48'W x 14'H) Calgary - \$2500/mo x 2BB x 4 mo.	
- June 2020	\$5,000.00
- July 2020	\$5,000.00
- January 2021	\$5,000.00
- August 2021	\$5,000.00
Total	\$20,000.00
OOH Airport Advertising - Set Allocation	
- YYZ (Pearson International)	\$20,000.00
- YYC (Calgary International)	\$20,000.00
- YVR (Vancouver International)	\$20,000.00
- YUL (Montreal International) - French Copy	\$20,000.00
Total	\$80,000.00
Cinema - \$2000/4wks for 30s Spot x 150 theatres (ON, BC, AB, QC)	\$300,000.00
Print - Set Allocation - Language adapted for Quebec	\$70,000.00
TV - Set Allocation - Language adapted for Quebec	\$1,000,000.00
Experiential *412,000	
- Montreal Auto Show - French Copy/ English Content adapted	\$70,000.00
- Toronto Auto Show	\$70,000.00
- Vancouver Auto Show	\$70,000.00
- Drive Festival	\$200,000.00
Total	\$410,000.00
Digital - Search, Online Video, Social Media	\$40,000.00

TOTAL SPEND \$2,040,000.00 CAD

For the budget, we will allocate an even amount of funds across all digital platforms. The first month of the campaign will be split testing across all digital platforms to determine which platforms gain the most traction. We will then allocate budget according to the strongest platforms for the remainder of the campaign.

Evaluation Criteria (KPIs)

- Increased followers and engagement across social platforms by 5% by Sept. 2021
- Increased sales in M Performance Vehicles by Dec. 2021
- Increased reach and website traffic by at least 5% by Dec. 2021
- Increase in **new** BMW M Performance ownership by Dec. 2021

Sample Creatives

Out of Home Execution

We decided to use this creative concept as a billboard ad to catch the attention of oncoming drivers and give them a glimpse of the feeling it is to be a part of the M legacy.



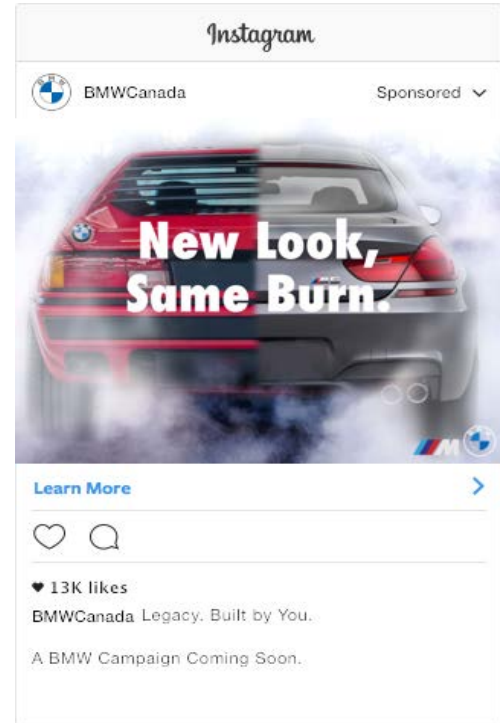
When you own an M you also are joining an exclusive club of automotive enthusiasts, when one sees this ad they experience a small feeling of what that would be like. “From One Generation to the Next” shows the consistency of quality and luxury in the BMW brand, reminding onlookers that BMW M models are a good choice to consider buying for car enthusiasts. Our ads are designed to be simple and to the point, while still being effective and attention-grabbing. They’re also designed to be interchangeable, this ad would also work as a Print as well as a Digital execution.

This ad will be released in the first and second phase of the customer journey through our campaign. This ad will also be released in French for the French-Canadian audience in Quebec.

Digital Execution

As previously stated, we designed our ads to be interchangeable in the outputs we release them in. This graphic can be used from Out of Home, to Print as well as Digital.

The concept behind this graphic is to show consumers the evolution of M in a photo - where M started and what it is now without downplaying the important role that earlier M models have in the legacy. “New Look, Same Burn” shows consistency in the M lineup, which is a big factor we are highlighting throughout the campaign. It also emphasizes an aspect of performance vehicles consumers enjoy: the control and thrill, i.e., “burnouts” or “burning rubber”. This ad will be released in the first and second phase of the customer journey in our campaign. It will also be released in French for the French-Canadian audience.





Print Execution

This ad will be featured as a Print as well as Digital as a banner. It will be featured in appropriate print magazines such as Financial Post and The Car Magazine, as well as digitally. The graphic features a lineup of M Performance vehicles with the caption “From M to M”. Again this is to show consistency within the brand of BMW and the M models they produce over the years, how this slowly builds into a legacy many customers are a part of and how customers continue to grow with M. This ad will be released in the first and second phase of the customer journey through our campaign. It will also be released in French for the French-Canadian audience.



Commercial Execution | Commercial Script

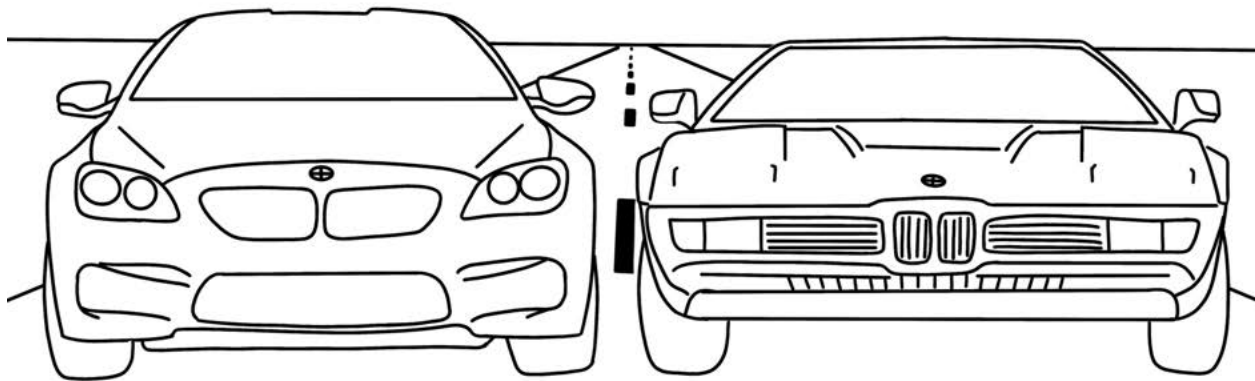
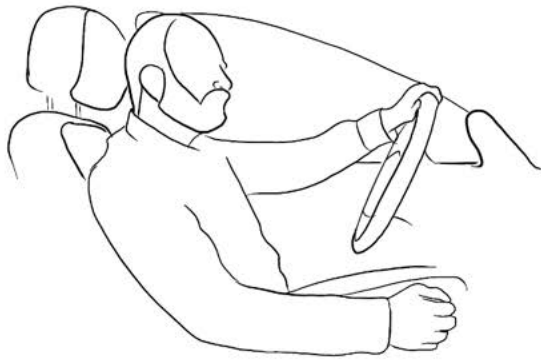
Runtime: 30 Seconds

Video	Audio
Black Screen	SFX: Familiar sound of BMW engine roaring
MEDIUM: Older man sitting proudly inside his BMW M1, looking at mountain trail, dusk setting	
CUT-IN CLOSE UP: Closeup on iconic features, steering wheel, original BMW Grill, exhaust, M1 logo	
WIDE OVERHEAD: Showing the car drifting up the mountain route	SFX: Car engine revving popping and booming
CUT-IN CLOSE UP: Man's face with sly smile	SFX: Burnout noise
MEDIUM: Front of car as it drifts on an edge	SFX: Drift noises
CUT-IN CLOSE UP: Man's hand on manual gear shift, switching gears	SFX: Gear change noises, drift noises
CUT-IN CLOSE UP: Man's face looking slightly younger, less grey, now middle aged	SFX: Drift noises
MEDIUM: back of M3 as it drifts on an edge	
WIDE OVERHEAD: Showing the car driving and drifting up the mountain route	SFX: Gear change noises, drift noises
CUT-IN CLOSE UP: Man looks even younger, looks in thirties and trimmer	
MEDIUM: POV of driver as you can see the steering wheel and the odometer and where he's driving (vehicle is M6)	SFX: Drift noises
MEDIUM: Driver drifts into clearing area, side view	SFX: Drift noises
MEDIUM: Side view of car stopped, with a BMW M6 that drifts into view beside it	SFX: Drift noises
CLOSE UP: Window of original car (M1) rolls	SFX: Shallower drift noises

<p>down, original elderly man smiles and nods</p> <p>CLOSE UP: Window of second car (M6) rolls down, man in thirties from before smiles and nods back</p> <p>MEDIUM: Elderly man turns to look ahead</p> <p>MEDIUM: Younger man turns to look ahead</p> <p>OVERHEAD WIDE: Top of cars as they race forwards</p>	<p>SFX: Engine popping and crackling</p> <p>SFX: Engine popping and crackling</p> <p>SFX: Light engine revving</p> <p>SFX: Light engine revving</p> <p>SFX: Engine roaring</p> <p>SFX: Engine roaring</p> <p>VOICE: BMW M Series. Legacy. Built by you.</p> <p>VOICE (ALT. FR.): Un héritage construit par vous</p>
---	---

Commercial Execution | Commercial Storyboard





Commercial Execution | Rationale

A 30 second film has been created to demonstrate the relationship between M drivers and the evolution of BMW M Performance vehicles. It will be released in the Cinema, on TV and YouTube. It will also run at our experiential events taking place at the Toronto International Auto Show and Drive Festival.

The commercial itself is a journey with both the M line and its owner. It begins with an older man, enjoying the drive of his M1. As he drifts, he ages downwards, up until he appears as a 30-something in a M6. At the end, it's shown that the original driver and the younger driver are two separate men, father and son. It showcases a legacy within their family with the help of BMW's M Line, while still emphasizing the car's core philosophy: the thrill of driving.

To have the commercial really resonate with our target market, we decided to air it on the following channels: cinema, TV, YouTube and at our experiential events in 2021.

Cinema was chosen because pre-show commercials are shown to a captive and engaged audience. We chose specific movies in particular, as we believe they will have high reach and be attention grabbing to our targeted audiences. Top Gun: Maverick is set to release June 24, 2020. Top Gun is a beloved movie released in 1986 that immediately captured the hearts of both Baby Boomers and Generation X alike. It is considered a cult classic, and it's affectionate place in our targeted audience's hearts is why we selected it. Nostalgia works hand in hand with our core campaign's philosophy of legacy, and it will be a direct reminder to viewers that while they may age, some feelings remain the same. Additionally, Top Gun: Maverick, like its predecessor, is expected to be an action-packed thrilling movie and thematically fits with the overall mood of our commercial.

Tenet, releasing on July 16, 2020, is the second theatrical movie we will run our commercial. It is a highly anticipated film, largely due in part to Christopher Nolan's formidable reputation. It is expected to garner a large audience in its opening weekend, and is another action-packed, exhilarating film.

Our commercial will also run on TV, particularly networks airing the 2020 Summer Olympics: CBC, TSN and Sportsnet. As it is a live event, there is no option of skipping commercials and it is a highly tuned-in audience. It gives BMW the opportunity to engage the viewer multiple times over the course of a longer time frame, allowing better ad recall.

Another platform we are releasing the commercial on is YouTube as a pre-roll, optimizing SEM to show our commercial before videos centered around sports, adventure, car reviews, car films, etc. to reach audiences that could be interested in buying or studying cars, seeking quality or luxury from a well-known and reliable brand.

Finally, we will be using the commercial in events BMW will be set to participate in: Toronto International Auto Show and the Drive Festival. While we showcase the amazing M lineup, our commercial can be on display around the event space, reinforcing the meaning of the campaign to our consumers and taking them on a journey through M. This commercial will be released throughout all three phases of the customer journey through our campaign.

Experiential Execution

For [Phase 2](#), the “Engage the Legacy” is an ad we created specifically to prompt consumers to attend experiential events BMW is involved in, specifically the Montreal, Vancouver and Toronto Auto Shows. Engage the Legacy will be released to promote BMW’s part in the auto shows, an experiential event where anyone can see the BMW M lineup up close and personal, sit inside the car, and participate in an AR/VR experience of what it would be like to drive the car on a racetrack. The ad itself will be a moving photograph of the car under the tarp spinning on display to represent what it might feel like to be at the event, the feeling of anticipation and excitement. Any attendees who participate will be advised of Phase 3, the Drive Festival, and given early details regarding BMW’s involvement. This ad will be part of our digital out of home placements on billboards, at airports (billboards and inside business lounges), Yonge and Dundas Square digital billboards, as well as on social media and print magazines.



For [Phase 3](#), Experience the Legacy ads will be released to promote BMW's involvement in the Drive Festival, an event that allows the car enthusiasts to drive the car themselves on one of four professional racetracks, offering a truly unique experience and opportunity. For the Drive Festival, in order to draw in consumers from all over Canada, an all-inclusive package will be offered totaling \$3,000+HST which includes airfare, accommodations, VIP pass for the entire weekend (which includes line bypass), and an exclusive gala. Consumers already residing in GTA/GTA-adjacent areas may purchase a

The ad will also be a moving photograph, with the POV of the driver driving down a winding road, allowing the viewer a glimpse of the experience they could be a part of if they attend the Drive Festival. This ad will be part of our digital out of home placements on billboards, at airports (billboards and inside business lounges), Yonge and Dundas Square digital billboards, as well as on social media and print magazines. For social media and print magazines, further details regarding the all-inclusive package will be included.



Works Cited

Statistics Canada. "Income in Canada, 2016 Census of Population." Women and Paid Work, Government of Canada, Statistics Canada, 13 Sept. 2017, www150.statcan.gc.ca/n1/pub/11-627-m/11-627-m2017026-eng.htm.

Statistics Canada. "Labour Force Survey, January 2019." Women and Paid Work, Government of Canada, Statistics Canada, 13 Feb. 2019, www150.statcan.gc.ca/n1/daily-quotidien/190208/dq190208a-eng.htm?HPA=1&indid=3587-2&indgeo=0.

"Statistics Canada." Ontario.ca, www.ontario.ca/document/your-guide-employment-standards-act-0/minimum-wage

(EuronewsPEST)<https://www.euronews.com/2019/11/08/german-finance-minister-olaf-sholz-talks-about-europe-s-economic-future>

(IndustryWeekPEST)<https://www.industryweek.com/the-economy/article/22026500/how-will-the-shift-from-nafta-to-usmca-affect-the-auto-industry>

Notesmatic. "BMW Analysis 2019" August 9, 2019, <https://notesmatic.com/2019/08/bmw-swot-analysis-2019/>

AutoExpress. "BMW EGR recall: owners spend months without cars while waiting for repairs" February 27, 2019, <https://www.autoexpress.co.uk/bmw/105051/bmw-egr-recall-owners-spend-months-without-cars-while-waiting-for-repairs>

Warc. "Experiential marketing in 2020: the opportunities and challenges" February 2020, <https://www-warc-com.ezproxy.humber.ca/content/article/warc-exclusive/experiential-marketing-in-2020-the-opportunities-and-challenges/131150>

Warc. "What's working in mass-market automotive" September 2019, <https://www-warc-com.ezproxy.humber.ca/content/article/warc-wwi/whats-working-in-mass-market-automotive/121638>

Warc. "What's working in luxury autos" April 2018, <https://www-warc-com.ezproxy.humber.ca/content/article/warc-wwi/whats-working-in-luxury-autos/121637>

Works Cited Cont'd

BMW GROUP. (n.d.). Bmw M. Consumer Insights.

CampaignUK. (2018, August 7). BMW "Butterflies" by FCB Inferno. Retrieved from <https://www.campaignlive.co.uk/article/bmw-butterflies-fcb-inferno/1488954>

Levin, D. (2015, May 12). How BMW became the top-selling luxury car company in the US. Retrieved from <https://fortune.com/2015/05/12/bmw-luxury-sales/>

Pros and cons of electric cars. (n.d.). Retrieved from <https://www.energysage.com/electric-vehicles/101/pros-and-cons-electric-cars/>

Salvat, T. (n.d.). BMW: From Automobile Manufacturer to Lifestyle Branding. Retrieved from <https://www.concured.com/blog/bmw-from-automobile-manufacturer-to-lifestyle-branding>

Bush, T. Pestle Analysis of the Automotive Industry. Retrieved from <https://pestleanalysis.com/pestle-analysis-of-the-automotive-industry/>

Automotive Industry Portal. Retrieved from https://www.marklines.com/en/statistics/flash_sales/salesfig_canada_2019

Appendix

Appendix A. Social Media Habits (Vividata, accessed March 15, 2020)

		14+		Age - Generation					
		14+		Millennials (born 1982-2001)		GenXers (born 1965-1981)		Baby Boomers (born 1945-1965)	
		Count	%	Count	%	Count	%	Count	%
14+	14+	31,856	100.0%	9,273	100.0%	8,713	100.0%	10,525	100.0%
	<i>Weighted base</i>	31,856	31,856	9,273	9,273	8,713	8,713	10,525	10,525
	<i>Unweighted base</i>	39,803	39,803	7,226	7,226	10,762	10,762	17,650	17,650
Websites/Apps - Social Past Month	Facebook	24,354	76.6%	7,465	80.5%	6,804	78.2%	7,792	74.2%
	Google+	8,747	27.5%	2,009	21.7%	2,313	26.6%	3,505	33.4%
	Instagram	9,969	31.3%	4,285	46.2%	2,639	30.3%	2,052	19.5%
	LinkedIn	7,083	22.3%	2,173	23.4%	2,304	26.5%	2,082	19.8%
	Pinterest	7,879	24.8%	2,299	24.8%	2,283	26.3%	2,672	25.5%
	Reddit	2,904	9.1%	1,633	17.6%	640	7.4%	332	3.2%
	SnapChat	4,121	13.0%	2,405	25.9%	762	8.8%	435	4.1%
	Tumblr	1,230	3.9%	628	6.8%	247	2.8%	182	1.7%
	Twitter	6,901	21.7%	2,566	27.7%	2,091	24.0%	1,629	15.5%
	WhatsApp	5,540	17.4%	2,093	22.6%	1,755	20.2%	1,311	12.5%
	Other Social Websites/Apps	3,034	9.5%	1,183	12.8%	754	8.7%	726	6.9%
	None of the above	2,571	8.1%	407	4.4%	643	7.4%	1,164	11.1%
	Not Stated	213	0.7%	83	0.9%	34	0.4%	63	0.6%
	<i>Weighted base</i>	31,804	31,804	9,270	9,270	8,696	8,696	10,499	10,499
<i>Unweighted base</i>	39,721	39,721	7,220	7,220	10,733	10,733	17,613	17,613	

Appendix B. Print (Vividata, accessed March 15, 2020)

Time period: 2019-12-01 to 2019-12-01		GenKers (born 1965-1981)		Baby Boomers (born 1945-1965)		
		Count	%	Count	%	
14+	14+	8,713	100.0%	10,525	100.0%	
	<i>Weighted base</i>	8,713	8,713	10,525	10,525	
	<i>Unweighted base</i>	10,762	10,762	17,650	17,650	
Magazines - When Last Read - Printed Issue	Yesterday	1,488	17.1%	2,661	25.3%	
	Past Week	3,816	43.8%	5,743	54.6%	
	Past Month	5,951	68.3%	8,081	76.8%	
	Past 2 Months	6,668	76.5%	8,767	83.3%	
	Past 3 Months	7,073	81.2%	9,107	86.5%	
	Longer Ago	1,307	15.0%	1,086	10.3%	
	Never	332	3.8%	332	3.2%	
	Not Stated	0	0.0%	0	0.0%	
	<i>Weighted base</i>	8,713	8,713	10,525	10,525	
	<i>Unweighted base</i>	10,762	10,762	17,650	17,650	
	Magazines - When Last Read - Digital Edition	Yesterday	1,849	21.2%	1,700	16.2%
Past Week		3,604	41.4%	3,261	31.0%	
Past Month		4,627	53.1%	4,264	40.5%	
Past 2 Months		4,952	56.8%	4,645	44.1%	
Past 3 Months		5,344	61.3%	5,077	48.2%	
Longer Ago		1,670	19.2%	2,001	19.0%	
Never		1,699	19.5%	3,446	32.7%	
Not Stated		0	0.0%	0	0.0%	
<i>Weighted base</i>		8,713	8,713	10,525	10,525	
<i>Unweighted base</i>		10,762	10,762	17,650	17,650	
Magazines - Types Usually Read - Print/Digital - Freq - Usually		Alternative News	717	14.4%	868	14.1%
	Art	446	8.9%	680	11.0%	
	Automotive/Motorcycle	598	12.0%	737	11.9%	
	Parenting/Babies	692	13.9%	198	3.2%	
	Bridal	157	3.1%	80	1.3%	
	Business/Finance	973	19.5%	1,316	21.3%	
	Children/Teen	550	11.0%	175	2.8%	
	Technology/Science	1,285	25.8%	1,454	23.6%	
	Entertainment/Celebrity	1,428	28.7%	1,375	22.3%	
	Fashion	756	15.2%	882	14.3%	
	Food/Recipes	2,095	42.0%	2,685	43.5%	
	Gardening	702	14.1%	1,558	25.3%	
	Health/Fitness	1,298	26.0%	1,578	25.6%	
	Home Décor	1,095	22.0%	1,488	24.1%	
	Home Improvements	1,031	20.7%	1,600	25.9%	
	Men's	693	13.9%	739	12.0%	
	Nature	822	16.5%	1,396	22.6%	
	Sports/Recreation	1,296	26.0%	1,395	22.6%	
	Travel/Tourism	1,005	20.2%	1,585	25.7%	
	Women's	1,170	23.5%	1,720	27.9%	
	Other	565	11.3%	705	11.4%	
	<i>Weighted base</i>	4,984	4,984	6,168	6,168	
	<i>Unweighted base</i>	6,271	6,271	10,313	10,313	
	Magazines - Devices Used For Digital Content	Computer	2,178	70.6%	1,993	74.3%
		Tablet	1,468	47.6%	1,333	49.7%
Smartphone		2,265	73.4%	1,076	40.1%	
Other Electronic Device		243	7.9%	188	7.0%	
Not Stated		0	0.0%	0	0.0%	
<i>Weighted base</i>		3,086	3,086	2,682	2,682	
<i>Unweighted base</i>		3,857	3,857	4,536	4,536	

Appendix C. Actions taken after viewing ad (Vividata, accessed March 15, 2020)

Time period: 2019-12-01 to 2019-12-01		GenXers (born 1965-1981)		Baby Boomers (born 1945-1965)	
		Count	%	Count	%
14+	14+	8,713	100.0%	10,525	100.0%
	Weighted base	8,713	8,713	10,525	10,525
	Unweighted base	10,762	10,762	17,650	17,650
Ad Influence - Actions Taken After Seeing an Ad Outdoor/Billboard	Searched online for a product/brand/service	1,313	15.1%	1,280	12.2%
	Purchased a product/brand/service	461	5.3%	532	5.1%
	Used a coupon	303	3.5%	353	3.4%
	Visited a retail/restaurant location	669	7.7%	855	8.1%
	Attended an event (movie/theatre/show)	605	6.9%	699	6.6%
	Talked about the ad or product/brand/service with others	722	8.3%	784	7.4%
	Commented on the ad or product/brand/service on social media	213	2.4%	173	1.6%
	Recommended the advertised product/brand/service	186	2.1%	208	2.0%
	No actions taken	6,449	74.0%	8,057	76.6%
	Not Stated	6	0.1%	3	0.0%
	Weighted base	8,713	8,713	10,521	10,521
	Unweighted base	10,761	10,761	17,642	17,642
Out Of Home - How Often Notice OOH Ad - On a Digital Screen	Each Time	722	13.3%	605	10.4%
	Most Of The Time	1,601	29.5%	1,707	29.2%
	Sometimes	2,194	40.4%	2,436	41.7%
	Almost Never	676	12.5%	711	12.2%
	Never	237	4.4%	383	6.6%
	Not Stated	0	0.0%	0	0.0%
	Weighted base	5,430	5,430	5,842	5,842
	Unweighted base	6,600	6,600	9,975	9,975

Appendix D. YouTube (Vividata, accessed March 15, 2020)

Time period: 2019-12-01 to 2019-12-01		GenXers (born 1965-1981)		Baby Boomers (born 1945-1965)	
		Count	%	Count	%
14+	14+	8,713	100.0%	10,525	100.0%
	Weighted base	8,713	8,713	10,525	10,525
	Unweighted base	10,762	10,762	17,650	17,650
Internet - YouTube - Time Spent Average Week	Less Than 1 Hour	3,837	53.1%	5,067	56.1%
	1 to 2 Hours	1,354	18.7%	1,373	15.2%
	2 to 4 Hours	662	9.2%	515	5.7%
	4 to 6 Hours	270	3.7%	204	2.3%
	More Than 6 Hours	355	4.9%	224	2.5%
	Not Stated	749	10.4%	1,655	18.3%
	Weighted base	7,226	7,226	9,038	9,038
	Unweighted base	8,669	8,669	15,033	15,033
Internet - YouTube - Video Types Typically Watch	Comedy	1,979	27.4%	1,836	20.3%
	Film previews, trailers and videos	1,650	22.8%	1,251	13.8%
	Food, cooking, and recipes	1,508	20.9%	1,688	18.7%
	How-to/DIY videos	2,836	39.2%	3,135	34.7%
	Live music (concerts)	706	9.8%	823	9.1%
	Music Videos	2,555	35.4%	2,429	26.9%
	Personal or home videos	839	11.6%	830	9.2%
	Short films	682	9.4%	635	7.0%
	Sports	1,024	14.2%	880	9.7%
	Technology, electronics and gadgets	988	13.7%	923	10.2%
	TV shows	713	9.9%	761	8.4%
	Other	1,539	21.3%	1,766	19.5%
	Not Stated	749	10.4%	1,655	18.3%
Weighted base	7,226	7,226	9,038	9,038	
Unweighted base	8,669	8,669	15,033	15,033	
Internet - Device For Online Activities Past 30 Days - Watched YouTube	Computer	5,002	63.5%	5,962	69.2%
	Mobile Phone	4,049	51.4%	2,581	30.0%
	Tablet	2,624	33.3%	2,764	32.1%
	Not Stated	29	0.4%	37	0.4%
	Weighted base	7,874	7,874	8,615	8,615
	Unweighted base	9,623	9,623	14,505	14,505

CREATIVE BRIEF

Client: BMW M Performance

Assignment:

Channels: Multichannel

Deadline: April 1, 2020

Problem:	Consumers are gravitating to more sustainable and green-friendly vehicles, causing interest and sales in the traditional vehicle market to decline, including BMW's M Performance lineup.
Audience Mindset:	Car enthusiasts. The audience is resistant to change. They need to be persuaded through more than just ads. Rapport must be built with the target audience and they must engage with the M Performance brand in some way to consider association.
What behaviour do we want to create?	To encourage consumers to remember the appeal of traditional vehicles and how driving is the experience and control, especially relating to performance vehicles. That electric cars cannot compare to the raw feeling evoked from the roar of an engine.
How will we encourage this?	Remind consumers of BMW's M Performance line's historical impact and focus towards the thrill of driving.
Tone:	Professional, concise, impactful, thrilling
Mandatories:	No changes to logo, legacy in copy, new tagline, multichannel campaign
Thought starters:	Legacy, nostalgia, drivers' relationship with BMW M Performance, emotional
