



BMW
MOTORRAD



**NEW GEN AWARDS
BMW MOTORRAD
BEST ONLINE COMPETITION**

01 THE BRIEF

To sell predecessor stock before the mid-year model upgrades arrive. We created a competition where we'd send 10 customers on a 12-day tour of Iceland.



02 THE AUDIENCE

The GS is BMW Motorrad's top selling bike and the GS customer is the brand's largest customer segment.

This customer is a mature, 45+, white executive who owns multiple bikes and is married with children. The customer is brand loyal and while they tend not to ride as often as they'd like to, and will mostly only ride on the weekends, they do want to ride more often.

We targeted prospects who may be considering purchasing a new bike, incentivizing them with a competition where they would stop procrastinating and buy a GS now.



03 THE STRATEGY

We encouraged prospects to buy a BMW Motorrad GS model, using a competition as a way to incentivize them to buy their dream bike.

The bike is a luxury and not a necessity, and so this competition appealed to the customer's sense of adventure. The messaging communicated how a new GS bike could take the customer wherever they want to go, as well as win them a tour to Iceland for the adventure of a lifetime.

We considered how anti-tourism has turned the tide against over tourism and encouraged

our audience to avoid the obvious, beat the crowds and go everywhere.

We then factored in how after two years of lockdown and with the lifting of travel restrictions, people were ready to explore the world again.

Lastly we created a sense of urgency encouraging customers to make the purchase now in order to avoid the pain of missing out. This short-term offer created excitement and interest around the bikes and encouraged customers to snap up the offer while they could still qualify for the competition.

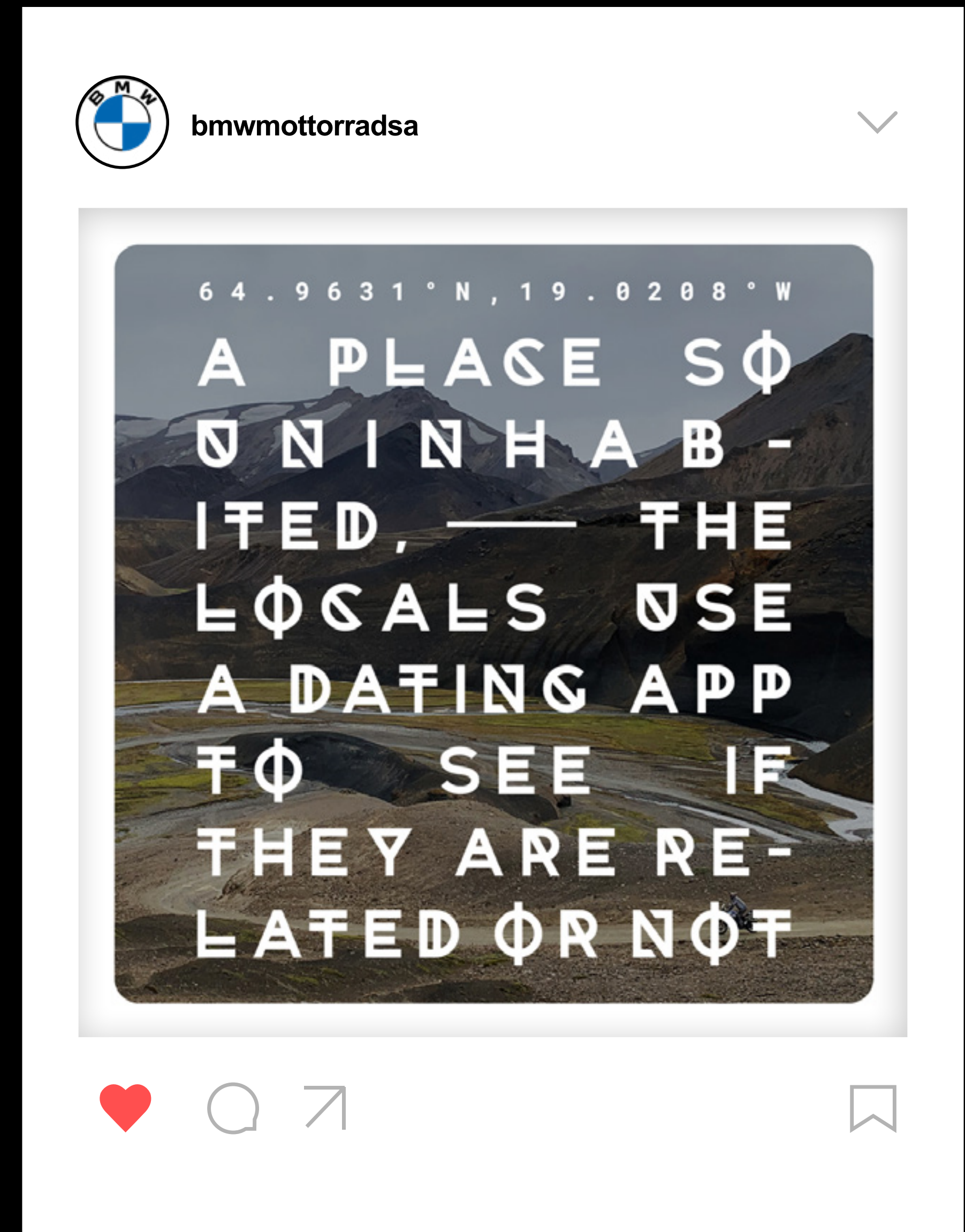
03 THE STRATEGY

**Our creative
followed
a three-step
approach:**

1

AWARENESS

Assets featured obscure facts in an Icelandic-styled font and overlaid on top of Icelandic landscapes to create interest. The caption hinted at the destination but did not give it away, while still communicating the competition mechanic and prize.



2

CONSIDERATION

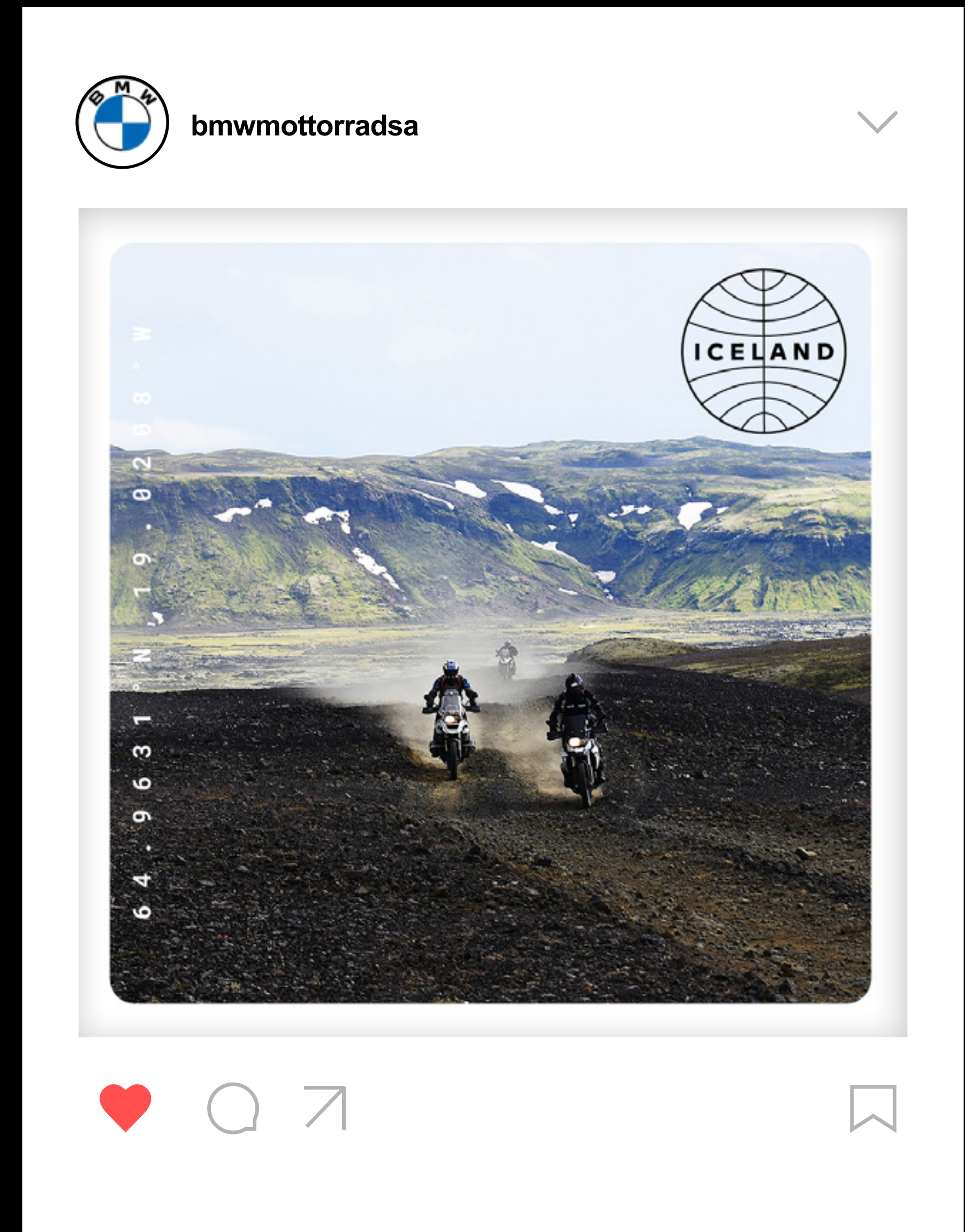
We wanted to encourage prospects to buy a BMW Motorrad GS model, using the competition as a way to incentive them to buy their dream bike.



3

CONVERSION

Assets featured lifestyle image with people placed in the landscapes to help the customer to image themselves there. The design elements were again used to push the travel aspect while the captions drove urgency and pushed a fear of missing out.



04 RESULTS

6 612 918

Impressions
(Target
1 100 000)

26 955

Social Engagements
1.52% engagement
rate

273

GS bikes sold
between 27 January
and 30 April

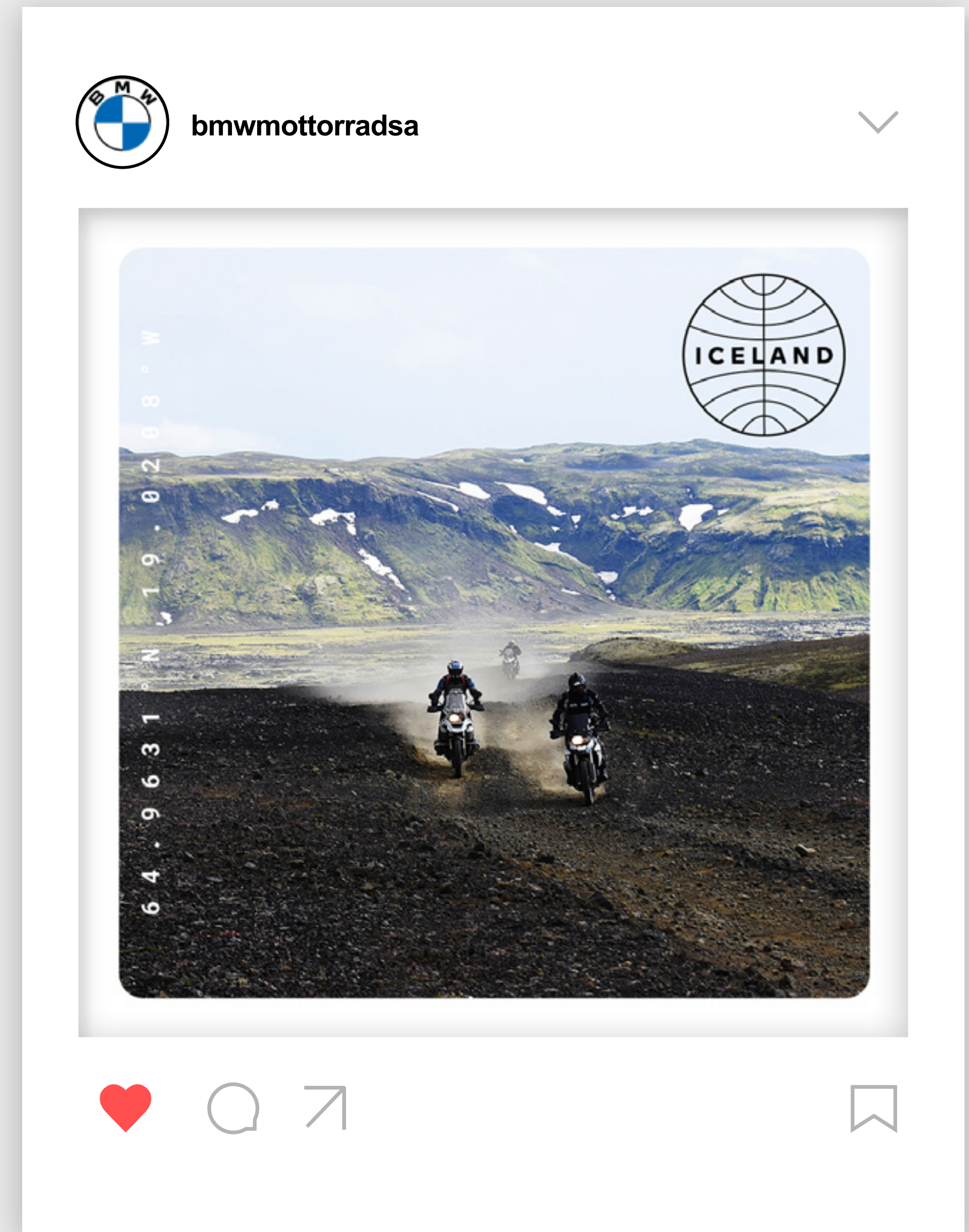
25%

Sales upliftment YoY

05 TESTIMONIAL

“We believe that we’ve built a strong and understanding relationship in a very short space of time. Not only delivering content that is taking the brand to new levels online but content that talks to the business objectives of the brand.”

– BMW Motorrad SA Team, Penny Sterley,
BMW Motorrad General Manager



A photograph of three people on motorcycles parked on a hillside overlooking a city at sunset. The scene is bathed in warm, golden light. The person on the left is a man with a beard and dreadlocks, wearing a white t-shirt, sitting on a white and red BMW motorcycle. In the middle is a woman with dreadlocks, looking towards the right. On the right is another man with short hair, wearing a dark shirt, sitting on a white and blue motorcycle. The background shows a dense urban landscape with various buildings and a large mountain in the distance. The text "LET'S MAKE LIFE A RIDE." is overlaid in white, bold, sans-serif font across the center of the image.

LET'S MAKE LIFE A RIDE.