



BMW  
MOTORRAD

**NEW GEN AWARDS  
BMW MOTORRAD  
BEST LOW BUDGET CAMPAIGN**

# 01 THE BRIEF

To conceptualise a creative retail campaign that would promote the sales of the BMW scooter – an unpopular and slow-moving product.



## 02 THE AUDIENCE

Taking the bike's low monthly installment into consideration (R999 p/m) and factoring in things like petrol price hikes and traffic congestion, we positioned the scooter as a great option for the city, targeting BMW Motorrad's 'Starting Out' customer archetype.

This customer is first generation middle-class, working their first job, living in their first apartment, single, uses public transport and has no close link to bikes or riding.



## 03 THE STRATEGY

We knew that the coffee comparison was an overly traded concept, but that in this context it would appeal to the customer – an office worker – and help them to see the value in the offer straight away.

By making a comparison between the bike's low monthly instalment and the price of a daily takeaway coffee, we used the friendly finance swap to illustrate how accessible the bike was.

Asking our audience to cut the coffee and Make Life A Ride instead, we created a visual language that incorporated existing recognizable forms with data-driven infographics, dashboards and even took inspiration from coffee loyalty cards.

With no budget to shoot the bike, we sourced legacy assets of the bike photographed in a city environment, and then elevated them with a design solve.

The creative was about orientation, identification, and information

– making the offer as easily digestible as possible, by using an everyday expense to illustrate how attainable the bike was.

The content pushed the bike's features and benefits using graphic, scroll-stopping creative and received positive feedback and engagement.

# Instagram Posts

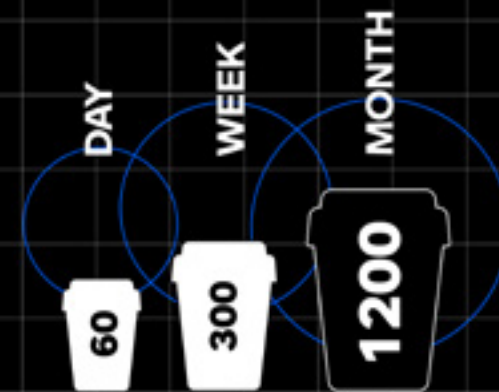


**COFFEE OR C 400 GT FROM R1199 PM**

BMW Motorrad Select Offer available through BMW Financial Services (South Africa) (Pty) Ltd, an Authorised Financial Services (FSP 4623) and Registered Credit Provider (NCRCP 2341). Ts&Cs apply

BMW MOTORRAD

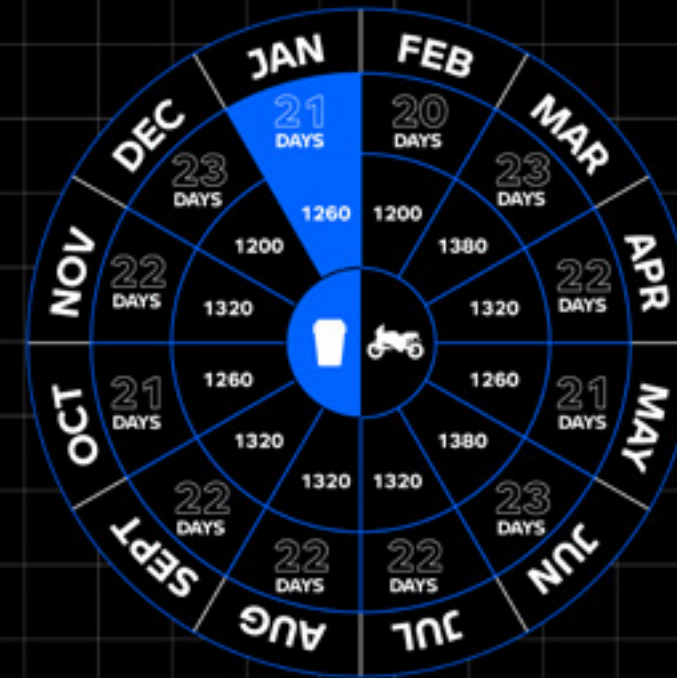
**C 400 GT FROM R1199 PM**



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**DO THE MATH**



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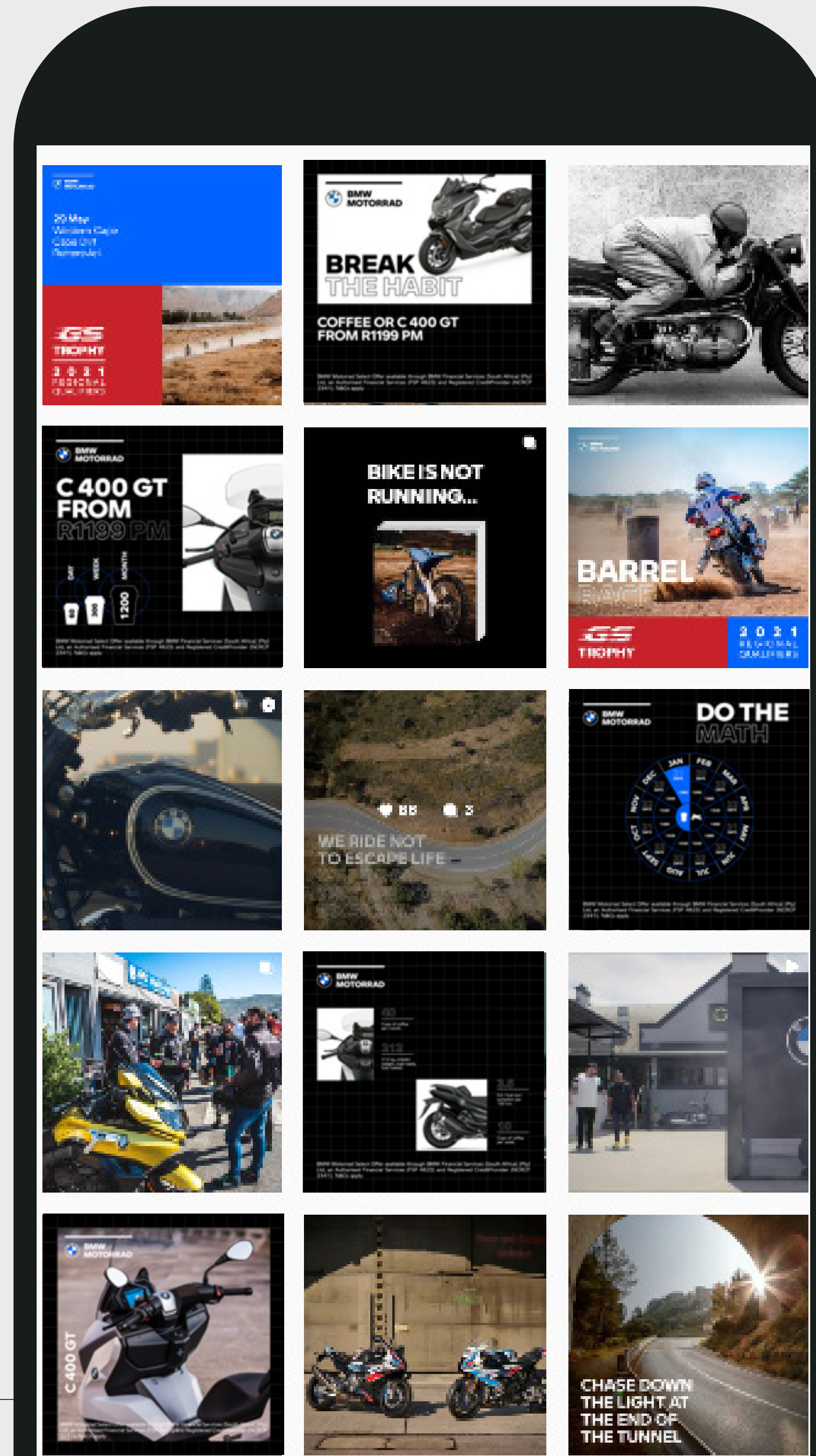
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**C 400 GT**



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# Instagram Feed



# Instagram Stories

**BREAK  
THE HABIT**



DAY WEEK MONTH  
R 60 R 300 R 1200

**COFFEE OR C 400 GT  
FROM R1199 PM**


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**ADD  
IT UP**

Regular Cappuccino **R30**

2 per day x 20 = **R1200**

**Or your C 400 GT from R1199 pm**



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**C 400 GT  
FROM  
R1199 PM**



<b>40</b>	<b>3.5</b>	<b>212</b>	<b>10</b>
Cups of coffee per month.	3.5 l fuel consumption per 100 km.	212 kg unladen weight, road ready, fully fuelled.	Cups of coffee per week.

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# Facebook Posts

**BREAK THE HABIT**

**COFFEE OR C 400 GT FROM R1199**

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**C 400 GT FROM R1199 PM**

40 Cups of coffee per month

212 kg unladen weight, road ready, fully fuelled

3.5 Fuel consumption per 100 km based on WMTC

10 Cups of coffee per week

R 60 DAY R 300 WEEK R 1200 MONTH

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**DO THE MATH**

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**THE DAILY GRIND**

**C 400 GT ENGINE DATA**

The engine of the C 400 GT is perfectly suited to the demands of mobility in the city as well as for excursions into the surrounding area: with a displacement of 350 cc and a power of 25 kW (34 hp) at 7,500 rpm, it is not just powerful, but also scores points with low consumption.

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## 04 THE RESULTS

### SOLD OUT!

We were asked to pull the campaign early, as the previously problematic bike had sold out in less than two months.

From selling on average 3 units per month\*, we sold all remaining 47 units in just two months.

**2 558 621**  
Impressions

**29 726**  
Link clicks

**3.27%**  
CTR

**3.60%**  
Social post  
engagement  
rate

**For every  
R1 spent, client  
earned R38.10  
in revenue**

Media Spend

\* Volume beginning of January 2021: **67 units**  
Volume on 30 June 2021: **47 units**  
Volume on 31 August 2021: **0 units**

## 05 TESTIMONIAL

“Our scooter sales were stagnant, with little to no customer uptake. We needed to shift the last of the remaining units and the ‘coffee campaign’ was a smart solve. We were thrilled to pull our campaign early, as it had achieved what we’d set out to do – sell out the last of our scooter stock.”

– Adri Myburgh, BMW Motorrad South Africa Marketing 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.**