

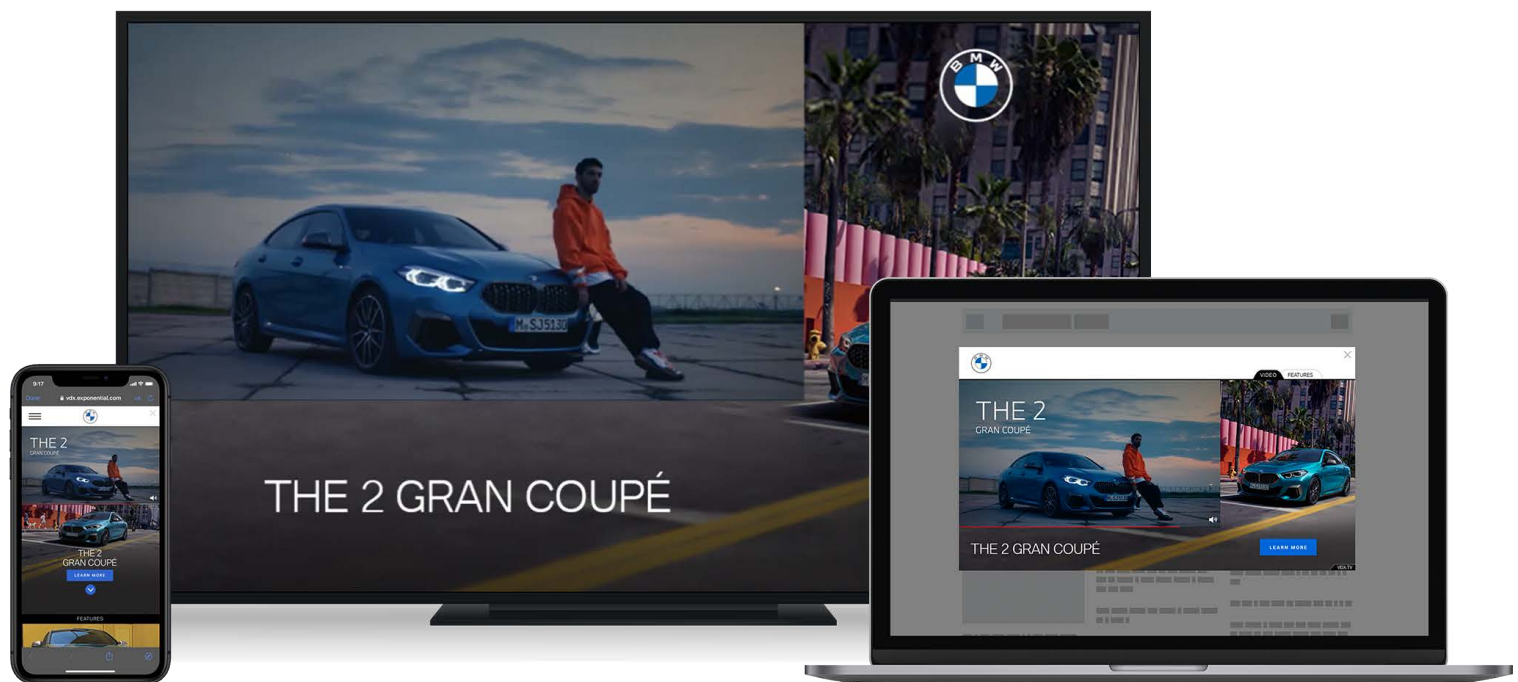


BMW increased awareness and traffic for a new model launch through VDX.tv full blend with OTT

Overview

For promotion around the launch of new model, the 2 Gran Coupe F44, BMW was seeking innovative ways to complement existing social media ad campaigns, reach a new unique audience, and raise awareness for the new model.

To drum up consumer interest, Vizeum Media, BMW's media agency, partnered with VDX.tv to activate a full video experience across digital platforms – desktop, mobile, and instream. The omnichannel approach also included over-the-top (OTT), which enabled reach to more users within a household.



CLICK SCREENS TO VIEW DEMO OF ALL SIZES

Solution

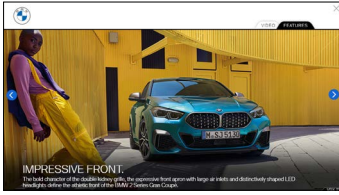
The video campaign was driven in part by the understanding that media consumption is increasingly fragmented across various channels, and that the vehicle purchasing process is often a household decision. Running a full VDX (video-driven experiences) blend with OTT allowed the campaign to reach all screens and influence the entire household.

After establishing campaign objectives, a creative team of experts leveraged existing BMW video assets to showcase within the video units. The interactive video units, which included a tab with a carousel, allowed users to fully experience the new model USPs.

Moreover, to drive users down the funnel, a "Learn More" call-to-action was prominently placed, bringing relevant users to the BMW website. The video experience was scaled across 18 creative units, deployed across instream, in-page, in-read across desktop, mobile and OTT.

BMW 2 Gran Coupe Unique Selling Propositions

VDX advanced creative units enabled BMW to showcase all model USPs and ensured high brand engagement with a personalized canvas and strong CTAs.



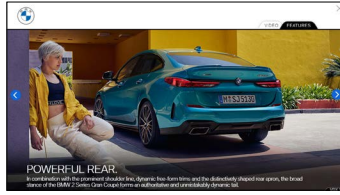
Impressive front



Attractive coupe- silhouette



Spacious interior



Powerful rear



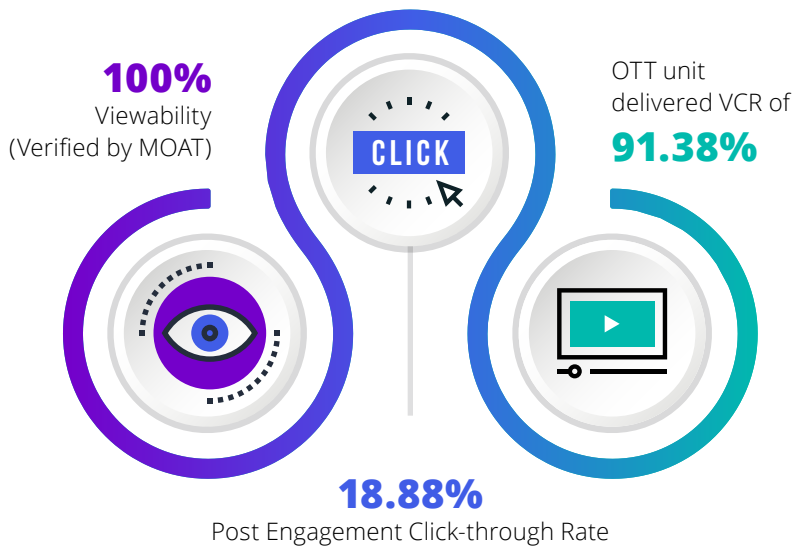
Striking design features



Illuminated highlights

Results

The full VDX solution across all screens and channels, including OTT, together with the creative features applied to the campaign, enabled BMW to connect with users who may not have been impacted by the social advertising campaign alone, thus delivering a stronger omnichannel campaign.



(Post Engagement CTR for the campaign was the best in the Auto Vertical to-date)

Audience Targeting

To efficiently reach automobile intenders, a custom audience blend was created using VDX.tv's proprietary data.



Automotive



New Cars



Luxury Auto



Business & Finance



Business Opportunities



Shopping



Travel



Society & Culture



Technology



Consumer Electronics



News & Media Channels

"Making sure that the BMW 2 Series Gran Coupé launched in an impactful way was a tall ask, making sure that it resonated with our audience was a greater one. The VDX.tv team really delivered, not only in exceeding KPIs but also in ensuring that the common thread of creative was locked and offered consumers interactive options to explore the key features which was a crucial aspect of the campaign. Testing OTT placements in our market was also important as it gave us some interesting insights in addition to reaching consumers across all screens."

Terry Eleftherios Christelis
Digital Account Director - BMW
Vizeum Media

vdx.tv

For more information, please contact us at sales@vdx.tv

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