

BMW

Brief

BMW Auto Classic approached Nova 93.7 to request their involvement in the launch of the new BMW 2 Series Active Tourer . The car was unlike any other car that BMW had released before; it was aimed at young families.

Campaign Objectives

- Drive awareness of the new BMW 2 Series Active Tourer
- Create a promotional concept that profiled the premium and luxurious yet versatile nature of the BMW 2 Series Active Tourer and the type of experiences that you could enjoy in the car
- Develop a promotion that was aligned with the campaign's key tagline 'Where to next?'

Insights and Solution

Nova and BMW teamed up for the 'Where to next?' campaign. Nova came up with a promotional concept that was all about profiling the Active Tourer lifestyle and the aspiration to drive a BMW Series 2 Active Tourer. Nova wanted the concept to be fun and accessible, particularly to the young families amongst their audience. Nova's resident family man Shaun McManus (breakfast Talent and former Dockers co-captain) was the face of the campaign. If anyone knew how important it was to have a versatile family car that you could pack the kids and the bags into for a weekender away... it was Shaun McManus, a well-known father of four.

During the two week promotion there were two luxurious family getaways up for grabs. All the audience had to do was choose "Where to next?!" Two lucky winners had the chance to head off with the family for a luxurious family weekender valued at \$2,500. Nova 93.7 created a dedicated competition page all about the 'Where to next?' promotion. They also used this page to visually profile the BMW 2 Series Active Tourer with display advertising driving back to the BMW Active Tourer dedicated site. This dedicated competition page was hosted in the Win section, a high traffic area of the Nova website.

Nova generated additional interest and talkability by getting their on-air announcers promoting the competition via live reads and in particular with Breakfast live reads, in particular with Nathan, Nat and Shaun, who lead for the campaign. Dedicated 30 second commercials voiced by Shaun McManus attracted further visitors to the competition site. A bespoke campaign video led by Shaun McManus showcased the versatile, family friendly nature of the car.

Results

- 2,724 competition entries in 15 days
- An opt-in rate of 52.98% of people on the competition website who indicated that they wanted to be contacted by Auto Classic to find out more about the BMW 2 Series Active Tourer
- An average dwell time on the competition page of 1:07 thanks to the family friendly video showcasing the BMW 2 Series Active Tourer
- 22,505 video impressions



Station
Nova 93.7

Campaign type
Promotion

Promotion timeframe
2 weeks

Target market
25-39 years, 40-54 years

"Nova 93.7 delivered a sound and comprehensive campaign for the launch of our BMW 2 Series Active Tourer. We felt the campaign was very effective in increasing awareness of our brand new 2 Series model, through the considerable coverage across commercials, credits, competition promotions and digital branding. Since investing in this major campaign with Nova, we have had a very successful start in sales of the Series 2 Active Tourer model."

Amanda Goerke, Marketing Manager, Auto Classic & Westcoast BMW