
NEW BMW AD CAMPAIGN COMES UP WITH IMAGINATIVE CREATURES



This article is about the radically different approach that has been followed by the Bayerische Motoren Werke (BMW) groups in advertising their vehicle and their extended protection services at a lesser budget. Some of the unnatural creatures used by them to depict the non BMW parts are a "poucan", a penguin with a toucan's bill amidst a large group of penguins, a "luffalo", a lion with buffalo horns and "Penny Loafer", an animal that is portrayed as a half-horse and half-zebra among the group of horses. Read the full article here: [Campaign Spotlight: A Lion With Buffalo Horns? Must Be the New BMW Campaign](#)

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