

## BMW'S NEW ADVERTISEMENT



BMW in North America will be introducing its new form of advertising this Saturday. The purpose of the advertisement is to reinforce the image of BMW, known as being the ultimate driving machine. BMW will be introducing a total of 14 new models to the United States within this year of 2012. Kirshenbaum Bond Senecal& Partners are working as the lead agency in the United States for advertisements for the BMW dealers. They have most recently produced a brand new television spot which will last for approximately 30 seconds and will appear on an NBC broadcast of the NFL wild card games. The previous global brand for BMW, GSD&M from Austin, Texas, focused primarily on the joys of simply driving and operating a BMW. However, the new advertisement will take a different approach and instead depicts a BMW as being the ultimate driving machine, regardless of the model of the BMW. This tagline, the ultimate driving machine, has actually been used since 1975 and was first create by Martin Puris who was once the chief executive for Ammirati&Puris. This new spot will feature a series of different BMW models which includes a BMW M3 Coupe, BMW X5, BMWi8, and a BMW7 Series. This shows viewers that there is an entire family of BMW's available, all of which come with beneficial features that people will love and enjoy. The voiceover for the commercial says, "We don't make sports cars. We don't make SUVs. We don't make hybrids, and we don't make luxury sedans. We only make one thing, the ultimate driving machine." This is a tagline that holds sentimental value, gets to the point, and is short and simple. The vice president of marketing for BMW in North America, Dan Creed, has said, "We're in the middle of an extremely significant product offensive." Introducing approximately 14 cars in 2012 will be the most cars introduced by BMW to the United States within the past ten years. The new advertisement campaign uses the tagline, the ultimate driving machine, to define the worth of these cars. The spot will first be running during the NFL game. However, after the football games, this new spot will be running during many of the primetime television programs that come on, such as House and Big Bang Theory, along with Modern Family and Law and Order: SVU, all of which are very popular primetime television shows. The spot will be running on a regular basis throughout the year. It is something you will not miss out on seeing. Most importantly, the new advertisements are aimed primarily at the normal buying demographic of the BMW's which includes both men and women from ages 35 to 54.

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