

BMW GENERATION X. ON A MISSION.

Category: Architecture // Best Store Concept

1. CREATION

1.1 Idea

Expeditions to icy heights and remote mountain regions are particularly characterised by extremes such as tremendous forces of nature, unpredictable weather conditions or maximum temperature differences – precisely the kind of terrain in which an all-wheel drive system such as BMW xDrive plays off its strengths particularly well. Adventurers who enter these worlds therefore need adequate equipment to successfully complete their mission.

For the launch of the new BMW X3, METZLER VATER took up exactly this idea and made it the guiding vision for an entire roadshow concept: "BMW Generation X. On A Mission." transmits the worldwide market launch campaign for the new SAV into a live campaign. It enables the participants to set off on their very own active expedition through snow and ice, discover the unknown and put the new BMW X3 through its paces at the same time.

1.2 Innovative strength

"BMW Generation X. On A Mission." takes participants on an interactive journey far beyond a classic roadshow concept, removing the vehicle out of the classic product presentation, embedding the product test and information a communicative overall context that originates from the character and living environment of the vehicle – pure brand experience.

1.3 Target group affinity

The Sports Activity Vehicles BMW X3 and BMW X2 (in the course of the roadshow also the BMW X4) are aimed at a young, active target group of demanding, sports- and nature-enthusiastic SAV drivers who live individuality and are always open to new ideas. They like to opt for routes off the beaten track and are interested in extreme and competitive sport. That's why they can be found right in the high mountain environment. The concept gives them a "mission" to be fulfilled, which also has an enormous experience character, and is also integrated into a corresponding brand world, so that these specific needs are addressed precisely.

1.4 Stringency

Based on the guiding vision, all components of the roadshow concept were consistently and seamlessly aligned with it: The choice of location already provided for winter venues throughout Central and South-eastern Europe.

The architectural concept also transferred the claim "BMW On A Mission" into a hospitality area with an integrated closed room developed together with BRANDROOM, the partner in the project, which allowed the participants to immerse themselves completely in the world of a high-altitude expedition in the spirit of a mission base camp even before they entered.

A further component of the concept was the active driving activation elements such as the "Mission Drive" and the "Mission Parcours" on ice and snow at high altitudes. They provided an emotional live experience that put the individual product experience in the foreground and always guided it communicatively along its own "mission".

The creative concept also provided for the Guest Journey to build emotional tension through the web app well before the actual live experience, to explain the mission, to accompany it interactively and finally to tighten the communicative clip over the entire period (see also 2.5).

1.5 Design

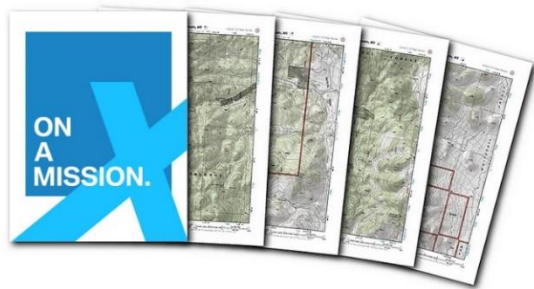
Special feature of the artwork was the selection of the media areas to be played on. In addition to the design of the mission base camp, these included communication media such as thermo bottles, scarves, lanyards with carabiners and a few more. With every single detail a lot of importance was given to concept fidelity.

Key Visual:



„Mission“ elements for the base camp:

ON A MISSION.



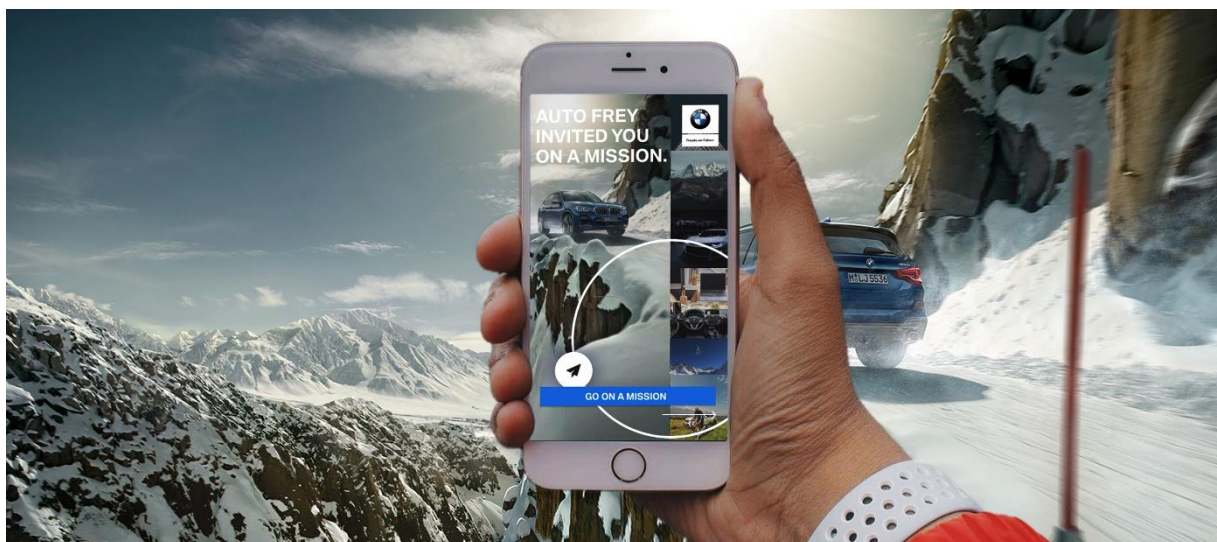
Lanyards:



The „Mission“ buff (staff-attire):



The Web App:



2. REALISATION

2.1 Scenography

Although a plug-and-play solution in the format of a roadshow truck was predefined for the hospitality area, it fit seamlessly into the creative concept:

The truck-based cube was developed and designed in the style of a modern high-altitude camp. It was no longer perceived as a truck, but instead as a futuristic mission base camp, which – inspired by the ultra-modern, spectacular Swiss Monte Rosa hut – combined the premium standards of the BMW brand with the authentic living environment of the new BMW X3.

Monte Rosa Hut (Valais, CH)



The „On A Mission“ base camp



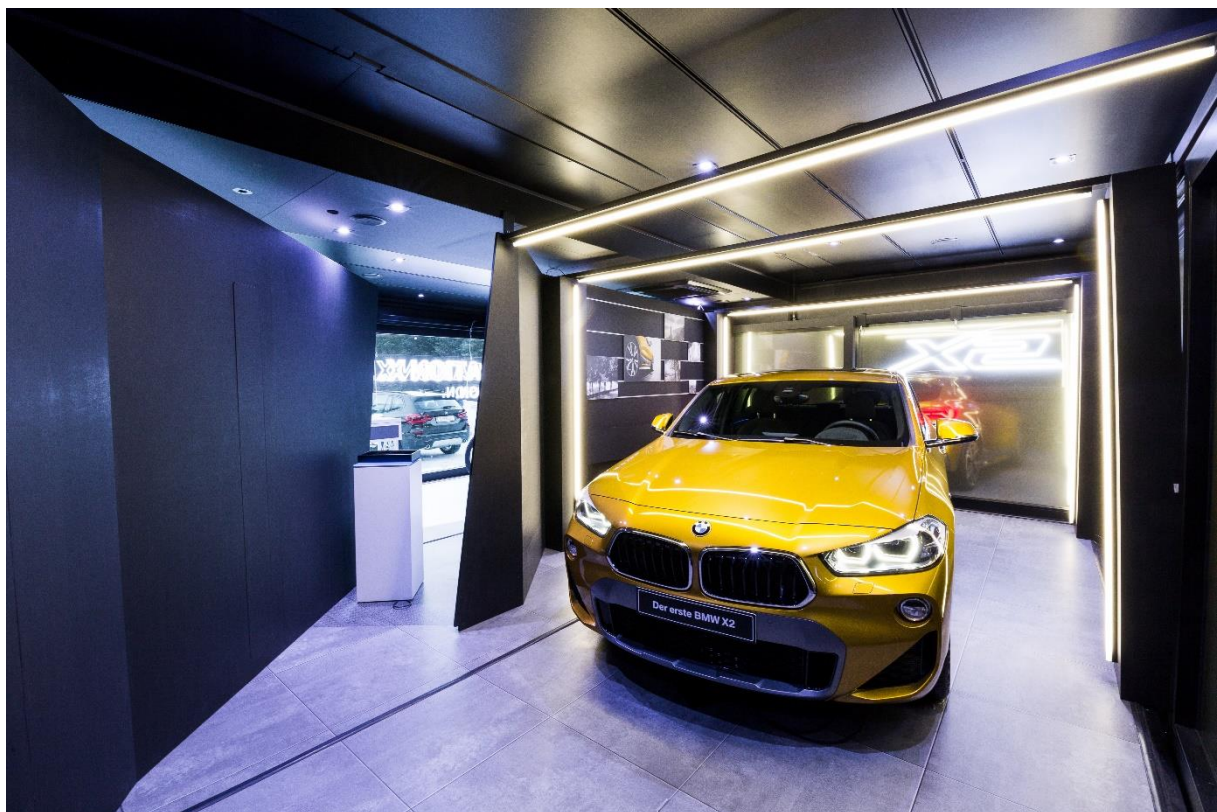
Even from a distance, the temporary building attracted attention because it was harmoniously but progressively integrated into the surrounding mountain landscape.



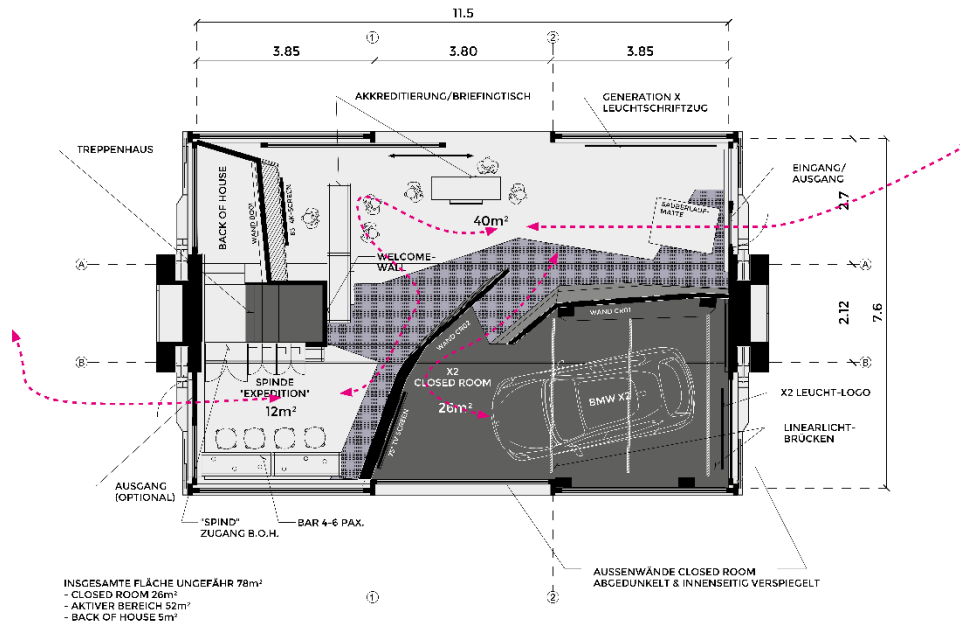
The polygonal surfaces in the interior, shifted within themselves and aligned according to their function, also contributed to this formal claim:



Highlight and "black box" was the integration of a closed room, which enabled an exclusive preview of the newly launched BMW X2 (later X4) in its own brand world at the inside:



The visitor flow was freely selectable by the participants. Instead of an accreditation counter there was only a central table – the „Mission Base“ – that invited for interacting and and communicating. Here, also the preparation for the „Takeoff“ for the mission was held. Thus, participants could completely immerse into the brand world of the vehicles during their visit.



2.2 Product integration

„BMW Generation X. On A Mission.“ is not a classical, store-typical car presentation. Both the entire store and the product experience are rather exclusively oriented to the vehicles themselves – to the BMW X3 in the mission base and to the BMW X2 in the therein integrated closed room. The closed room discreetly blended into the brand space, was freely walkable and thus ensuring an additional surprise effect.

2.3 Brand communication

The equipment itself was strictly designed in the context of the superordinate "Mission", close to the BMW brand core and completely within the brand world of the BMW X3. In addition, equipment from an expedition, also from cooperation partners, was found inside the base camp, contributing to this perception.





2.4 Material and Logistics

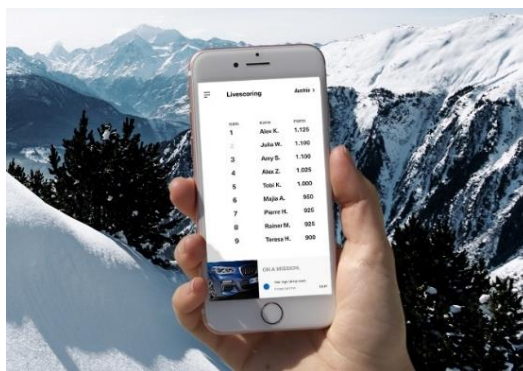
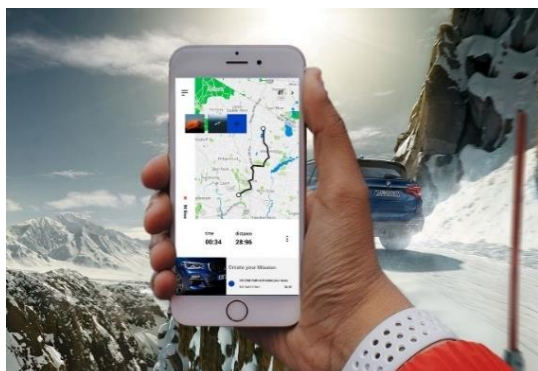
The "Mission Base" was built on a standardised roadshow truck, which was perceived in a completely different way due to its individualised structure. It could be set up and dismantled within a very short time – at 13 locations, in six countries and on around 60 event days in the entire CSEU area. The extreme outdoor conditions of down to -20°C, heavy snowfall and access via mountain roads also demanded enormous robustness and weather resistance from the set-up.

For the construction and extension, materials such as aluminium, aluminium dibond, illuminated logos, coated wood material, mirror foil or coloured glass were used. Despite the requirement for roadshow suitability, their manufacturing had to meet the premium standards of the BMW brand right down to the last corner. The brand presentation met these actually contradictory requirements in every respect.

2.5 Accompanying measures

In addition to the Live Brand Experience, digital activation via the Web App played a crucial role. The aim was to take the participants on the mission from the very beginning, to provide important information for preparation and to stay at their side both during and after the event:

What is my mission? How many points have I collected? Who do I want to share video and photo highlights with? Points generated by test drives should be collected in the personal user account and displayed in real-time in the ranking, pictures and videos of the mission should be viewed in the portal and shared directly with friends from there.



2.6 Attainment of targets

The objectives of the roadshow were to increase brand awareness and xDrive technology on the one hand and to achieve a sales push on the other. Fully booked slots at each location and very positive participant feedback on site were the first indicators that the concept of the roadshow was successful. An enormously high conversion rate of over 20% not only meets all quantitative targets, but even exceeds them by far.

3. SUSTAINABILITY

3.1 Social aspects

A winter roadshow on 13 locations with over 60 event days and extreme weather conditions demanded a lot from the entire team not only mentally but also physically. An appreciative, communicative interaction between all trades and a sophisticated logistics system in the background ensured that the project could be implemented smoothly. All occupational safety measures were strictly adhered to.

3.2 Economy

The coordination of a logistically sensible route and the early integration of all key trades into the planning process ensured that synergy effects and thus savings could be achieved in many areas. Despite the long duration of the project and unpredictable weather conditions, there were no major difficulties in routing and scheduling.

3.3 Ecology

The logistically sophisticated roadshow route also ensured that CO₂ emissions could be reduced to a minimum. This approach also made it possible to dispense with a second cube of identical design, as there was no need to use two parallel set-ups. The set-up, which was based on a roadshow truck, was shipped with a low-loader and could be reused at any location.