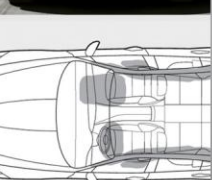




Sheer
Driving Pleasure

BMW EfficientDynamics
Less emissions. More driving pleasure.



ADVERTISING PRINCIPLES 211 AD BOOK

Dexter Ang – 14484834
Elvi Jayanthi – 15126328
Irvan Mulyadi – 14431432
Judy Cheong – 14523245
Stephanie Howe – 15121585

Executive Summary

Mercedes-Benz, the brand has always positioned itself to gratify the esteem of the higher social class. Typically, such consumers sought after high end brands to reflect their social status. Mercedes-Benz - a long-standing brand in the car industry have always managed to dominate the interest of numerous potential clients and retain that of existing users. Mercedes-Benz Eco-Sensitive BlueEfficiency campaign is further elaborated in the analysis of the three ads selected.

With the aid of reverse engineering, the BMW eco-friendly campaign is reinforced by the creative brief and additional advertising strategies. The BMW campaign is particularly refined to counter the campaign put forth by Mercedes-Benz. The former's print ads are situated in Torque Magazine - a lifestyle tool that can be readily located at almost all news stands and supermarkets in Singapore. The media is ideal as it suits the intended target audience - young adults aged 16-35 years old. Given such accessibility, consumers can conveniently pick up the magazines at anywhere and anytime. Torque's readership profile complements BMW's target audience who are socially conscience customers scouting for high performance driving machines to placate their lifestyles.

The big idea in BMW's counter ads communicate a message of power and eco-friendliness by combining message approaches that appeal the heart and the head. Using respectively, emotion and rationale, its appeals aim to help elevate the brand's message of luxury and power into one that follows consumer's current green concerns. It is a soft sell approach that reflects not only the brand's positioning and image but also communicates the benefits of the product.

To match the visual appeal, a tagline of "Power Approved by Nature" sums up the campaign idea and the product attributes for the consumer. It declutters advertising drivel by going straight to the point and delivering ability with creativity to catch the attention of consumer's with the usage of humor in the attempted advertisements.

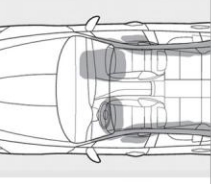
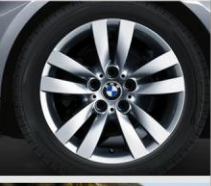


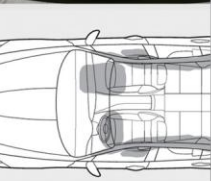
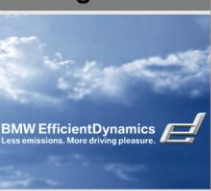
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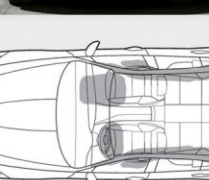
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Sheer
Driving Pleasure





The eco-sensitive BlueEFFICIENCY E-Class.
One day, nature will return the favour.



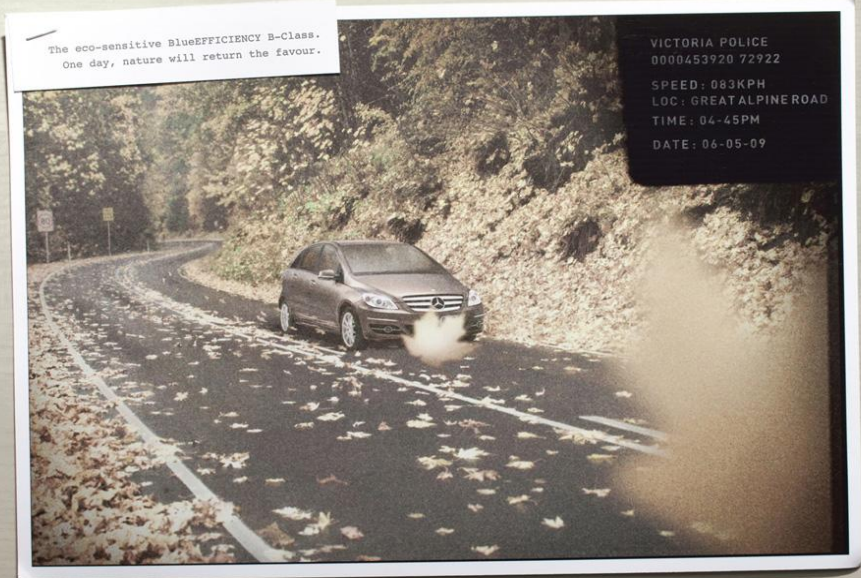

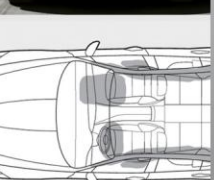
MECKLENBURG-VORPOMMERN AUTOBAHNPOLIZEI ORT: GINGST-KLUIS 604
GESCHWINDIGKEIT: 065KM/H 00027-33 DATUM: 11.07.2009 ZEIT: 14:15

Mercedes-Benz



Sheer
Driving Pleasure

BMW EfficientDynamics 
Less emissions. More driving pleasure.



The eco-sensitive BlueEFFICIENCY B-Class.
One day, nature will return the favour.

VICTORIA POLICE
0000453920 72922
SPEED: 083KPH
LOC: GREAT ALPINE ROAD
TIME: 04:45PM
DATE: 06-05-09

Mercedes-Benz



The eco-sensitive BlueEFFICIENCY C-Class.
One day, nature will return the favour.

NEVADA HIGHWAY PATROL ROUTE 95
SPEED: 105MPH 11 32 55 1000 8907
06-04-09 54 6743 8889 TKP
LOG: 0000089701

Mercedes-Benz

Part A

Medium Details

Publication: Top Gear Singapore

Classification: Men's Lifestyle Magazine

Publisher: MEASAT Publications Sdn Bhd

Editor: Donald Cheah

Cover Price: SGD \$7.50

Frequency: Monthly

Readership: 233,000

Target Audience: Males, 18-44 years old

Website: <http://topgear.com>

Readership Profile

BBC Magazines are the UK's third comprehensive magazine publisher, boosting an alarming sale of up to 100 million copies annually. Its diverse portfolio allows the company to expand their publications to around 30 countries worldwide. BBC Top Gear magazine is a spin off from the BBC's Top Gear TV show whose presenters are namely, Jeremy Clarkson, Richard Hammond, James May and The Stig. Since its first publication in September 1993, Top Gear has gradually edged toward becoming UK's No 1 car and No 2 men's lifestyle magazine.

Top Gear magazine is a global brand that incorporates the world's foremost photographers and journalists to generate impressive motoring and lifestyle reading experience (BCC Middle East 2009). Top Gear's exclusive positioning is not all engineering nor is it about experience. It revolves around entertainment and is driven by pure unalloyed enthusiasm (ACP Magazine 2011). The magazine is equipped with news, engaging features and striking photographs pertaining to the latest car models.

Assisted by progressive design and stunning photography, Top Gear entices men who look to read articles that correlate with their personalities and lifestyle. Such target audiences are men who adore driving and deem that cars are imperative objects in their lives. Readers are acquainted with pertinent technical information on the coolest existing cars but in an entertaining method (ACP Media 2011).



Target Audience

Target markets are typically categorized into two main sectors, which are namely product users and demographic groups. Research demonstrates that it is financially efficient to manage a solid media exposure and target group membership relationship. The finding is gauged by determining the correlation between media exposure and target group membership (Currim and Shoemaker 1990). Target audience is typically profiled through descriptive information based on demographic and psychographic factors. Demographic factors comprises of consumer's gender, age, income and education (Lee and Hwang 2011). Psychographic factors embrace a wide range of content such as activities, interests, opinions, needs, values, and personality traits (Wells 1975).

Demographics

Gender: Male

Age: 18 – 44 years old

Income: Medium to high disposable income (relative high spending power)

Occupation: Businessmen and Professionals

Education: Highly educated consumers

In this instance, the targeted market reflects the characteristics as listed above. The magazine promotes a lifestyle in which males yearn to reflect their status. Such consumers are tech-savvy professionals who are highly educated, as they tend to refer to the magazine for technical and practical information pertaining to the cars. The three ads by Mercedes-Benz do not reflect a straightforward interpretation. Instead, consumers have to thoroughly analyze the details of the print ads in order to generate an intended message (substantiate under Message Strategy). The writers of the magazine such as Jeremy Clarkson also appeal to the target audience age range hence reflecting the suitable relation.

Generally, Top Gear is segmented in a niche area – featuring relatively high-end priced motor vehicles. Therefore, the target audiences who act upon purchase have to command a medium to high disposable income range.



The media exposed to the target audience in this case is a popular car magazine. It is an appropriate medium and of the top choices in Singapore to carry the campaign message to its audience as most of them would refer to Top Gear for car information.

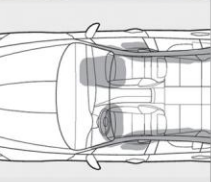
Psychographics

Psychographic segmentation is primarily demonstrated through components such as social class, lifestyle and personality. The psychographic variables of the Mercedes-Benz campaign may be validated through reverse engineering.

Generally, Mercedes-Benz advertisements appeal to consumers who have the financial ability to purchase a car. The social class associated with the Mercedes-Benz users appeals to higher-class men and women who are mature, more socially conscience and more sophisticated. Mercedes-Benz is one of the most successful players in the automobile market and brand attitude is a key component to the success. This attitude creates a niche for the brand and allures a particular class of people. The brand attitude of Mercedes-Benz equates to luxury. Through this attitude, the image has restricted the brand from launching low-income group car so as not to affect the brand value.

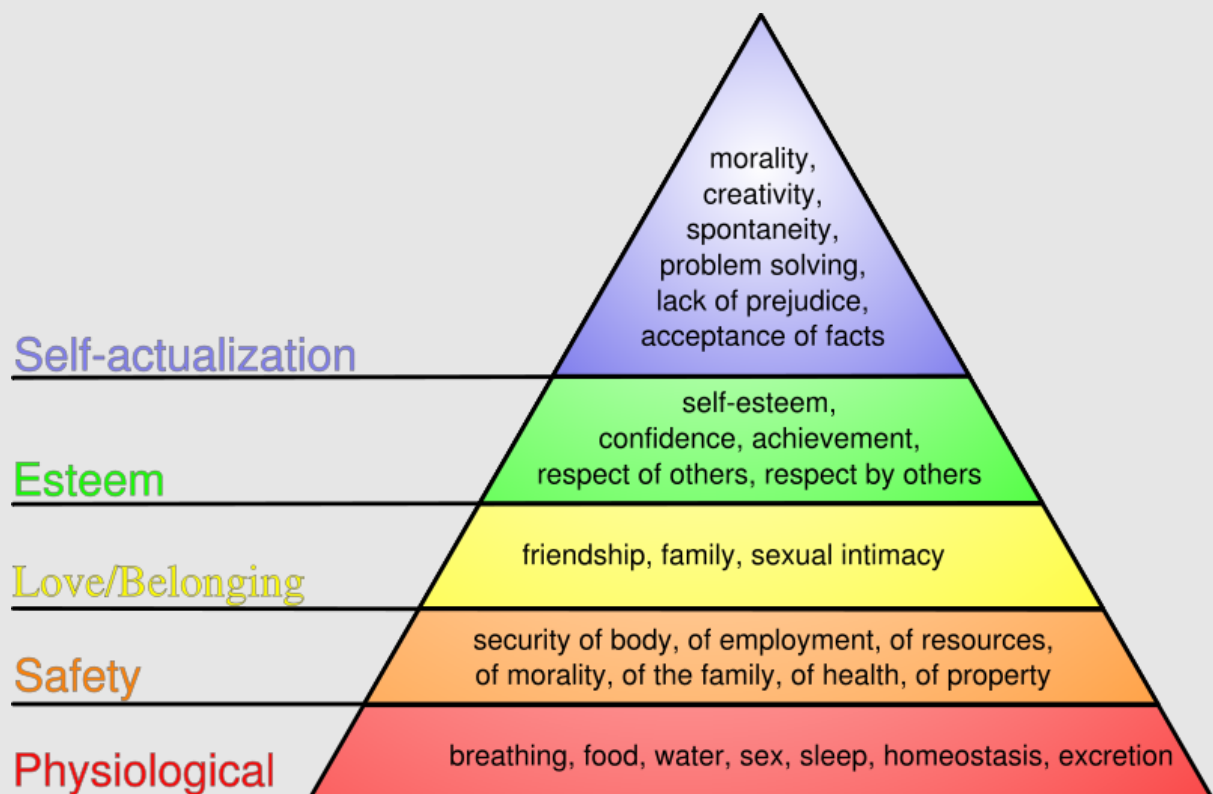
The said target audience aspires or already lives a high-consumption lifestyle. They tend to be image conscious and scrutinize the brands they decide to reflect themselves with. Driving a Mercedes creates a bold statement, it gives the consumer a sense of pride and has “look at me” written all over it. With this, Mercedes stands out from its competitors given its strong brand image. Luxury brands evoke a strong and lasting image in the consumer’s heart and mind.

For many involved consumers, the brand confers status on the owner and becomes part of these consumers’ personal identities, such as who they are and what their value systems are. Research has shown that the primary driver for discretionary spending is the inner life of consumers attempting to fulfill their needs and wants. Such consumers are highly motivated by the trending and prefer to lead a modern lifestyle. In terms of education, consumers in this area are critically educated to climb the corporate ladder thus attaining high spending power (Danziger 2004).



The personality of such consumers is affiliated with confidence, motivation, and admirable character, goal-driven. These people tend to believe that their social acceptance among peers is correlated to the products they own. Therefore, owning a Mercedes-Benz is projected as enhancing their current status level.

All in all, the target audience of this Mercedes-Benz campaign may be reflected in the Maslow Hierarchy of Needs model. These people would have achieved the first three levels listed in the pyramid – Physiological, Safety and Love/Belonging. The next proceeding level would be “Esteem” and the target market would most possibly fall under this category. In order to attain self-esteem, confidence, achievement and respect by others, they would conduct purchases to fulfill those components. Mercedes-Benz is a product that would aid in attempting those dimensions. After this level, the peak of the pyramid would be what these consumers would want to achieve next, “Self-Actualization”.





Positioning

Brand positioning by Hauser (1988) is an important strategic decisions alongside the brand pricing of the product, the brand pricing strategies in a way also have an impact on brand position. Brand positioning is closely related to product image sometimes even viewed as the same entity, according to Domzal, and Unger (1987) three key elements of brand position are consistent brand name, standardized product image, similar product features.

Mercedes Benz in general position itself to cater to the higher social class with high sense taste for cars, the three advertisements from Mercedes Benz reflects the three key elements of brand positioning it has a consistent branding throughout the whole product line, have the prestige feel of high class cars, and all cars sports similar safety and comfort features with a slight difference of extra features that are especially targeted at the higher end models. By the three advertisements that Mercedes collaborated to produce it seems that the brand wish to position themselves as a high class elegant cars with eco friendly conscious based on its emission output level.

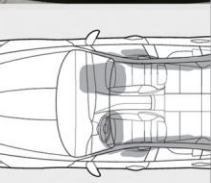
The advertisement tries to ties its BlueEFFICIENCY engine concept which is environmentally green with high performance, they did this by illustrating the cars with a picture of polices' speed camera usually used for catching any over speeding cars ' license plate but instead of the license plate the "nature" protects the driver by covering the license plates of the cars to return the car owners favor of being environmentally friendly.

The Big Idea

The three ads selected exemplify a similar idea – portraying the eco-sensitive blue efficiency cars tagged with the slogan “One day, nature will return the favor”. This idea is translated into a point of focus for communicating the message strategy. The ROI of Creativity can be seen in all three ads – Relevant, Original and Impact. Not all ads are able to integrate ROI into their big idea and with Mercedes-Benz being able to do so in this case, it enables the brand to stand out from its competition. The one thought that the advertiser wants to stick into the target audience’s memory is represented in the slogan through the message strategy and execution style. It especially appeals to the target audience, as Mercedes-Benz customers are more apt toward purchasing fast cars. Speed is then echoed in all three ads.

Within the three ads presented for Mercedes-Benz Blue Efficiency campaign, it accentuates in the language it uses and the lack of actors. All three ads exhibit the sleek car winding through roads at high speeds. Although there are no actors in the print ads, languages were employed to put across the ad message “One day, nature will return the favor”. Various nature elements were adopted in the respective ads - bird, lizard, and leaf. The intended message reveals that being the eco-friendly series, nature would aid in returning the favor by blocking the car plates when speed cameras along the highway captures the car faltering traffic rules. However, the idea is twisted as it allows consumers to infringe on safety rules. The message does not come across straightforward and the audience would have to display a certain level of understanding in order to interpret the idea hence mirroring the desired education of the target audience.

It is relevant as this campaign aims at promoting eco-friendly cars and nature is seen in all three ads. This means something to environmentally friendly consumers, as they tend to purchase eco-friendly products so as play a part in saving the Earth’s resources. The eco-sensitive models would definitely be a popular choice amongst eco-friendly consumers. The campaign is original as the advertising idea is one of a kind with it being novel, unexpected and unusual. The audience would have to take awhile to analyze the ads before they can extract the true intended meaning of the campaign. This campaign is effective as it creates an impact, leaving an impression on its



audience. Although the idea does not come of straightforward, it demonstrates a level of thinking through studying the information captured on the speed camera and the campaign slogan. By putting these two critical information together, the audience would then be able to understand how nature is returning the favor by obscuring the car plates so that the drivers in the ads would not be issued speeding tickets.

Message Strategy

Having had the big idea in mind, it is then time to translate the goal into the message strategy. In order to create a strategic approach, one may refer to the Head and Heart strategy. Effective ad messages are proposed to touch the head or the heart or both. It is essential to utilize the appropriate approach so as to design a creative message strategy. Given the product campaign – Mercedes-Benz, the strategy to be used is the heart strategy (soft-sell approach). In the three ads displayed above, it capitalizes on soft sell through its images to create a response based on attitudes and feelings.

The Mercedes-Benz advertisement introduces the eco-friendly car series and this falls under the high involvement purchase. The BlueEfficiency E class model cost approximately SGD\$224,000. Given the price involved in the product purchase, it is considered a high involvement purchase. Customers would have to visit Mercedes-Benz showroom and test-drive the ideal car before acting on purchase. The salesman would be present to conduct direct marketing and provide relevant information pertaining to the cars. The strategy employed in the ads adopts soft selling as it applies emotional appeals by focusing on the Esteem level in the Maslow Hierarchy of Needs. Customers would actualize a sense of achievement and confidence when they are able to attain the purchase of a high-end brand.

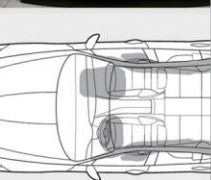
The focal point of the advertisement is the product itself and the respective nature elements. The informational portion of the ads is presented in the black boxes – the location, date, time and speed are captured by the speed cameras. With extra emphasis on the slogan “One day, nature will return the favor” clipped onto the three ads at the top left hand corner, the reader would be able to draw the understanding upon how the bird, lizard and leaf helped the drivers of the eco-friendly series to avoid a speeding charge.



The imagery executed draws on appeals such as “it’s the eco-friendly series you should bang your money on”. It further touches the emotional appeal of potential and existing eco-friendly consumers that by being eco-friendly has its advantages at times.

Through the heart message strategy, the target audience is known as “The Feelers” and the process to which the consumers decide is via the path of Feel-Learn-Do. Consumers are first attracted to test-drive the car and during the driving process is the period whereby they would learn about the car. After which, their emotions would be elevated when they fall in love with the car and thus acting on the do part – purchase the product. Advertisers encourage ads through the heart strategy so as to establish the appeal of psychology.

	Head: Information (Hard Sell)	Heart: Emotion/Fellings (Soft Sell)
Hi	The “Thinkers” <i>Path:</i> Learn–Feel–Do <i>Products:</i> Insurance, cameras, contact lenses, TV <i>Message Strategy:</i> Use information, emotion, reasons, news announcements, facts and details, demonstrations	The “Feelers” <i>Path:</i> Feel–Learn–Do <i>Products:</i> Sports cars, eye glasses, perfume, wallpaper & paint <i>Message Strategy:</i> Use appeals, entertainment, imagery
Lo	The “Doers” <i>Path:</i> Do–Learn–Feel <i>Products:</i> Insect repellant, shampoo, razors <i>Message Strategy:</i> Use incentives such as price deals and coupons, sampling, exhibits, trade shows	The “Reactors” <i>Path:</i> Do–Feel–Learn <i>Products:</i> Fast food, fruit, beverages, women’s magazines, snacks <i>Message Strategy:</i> Use reminder ads



Message Approach

Results demonstrates that informational and emotional advertising appeals which match consumer's processing style can generate more positive attitudes toward the brand hence leading to purchase intention. Present studies prove that individuals rely on affective, cognitive or both systems to process information. Persuasive appeals tend to be more effective when the nature of appeal matches the individual's personality (Ruiz and Sicillia 2002).

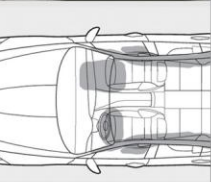
Therefore, the BlueEfficiency campaign relies on emotional appeals to induce feelings and create interest in its audience. Firstly, an interesting thought initially captures its audience's attention and by analyzing the ad, elements of the nature is mobilized to construct curiosity. Having understood the message strategy, emotions would be activated, as the audience would want to fulfill their esteem need through purchasing the car. Mercedes-Benz tends to advertise their ads through emotional appeals. Many consumers choose to purchase high-end brands so as to satisfy their need for esteem and respect. In this aspect, Mercedes-Benz derives the need for social belonging and psychological fulfillment and place such emotional appeals in their advertisements. Simply put, when you own a Mercedes-Benz, it characterizes who you are.

Message Execution

Although the three Mercedes-Benz ads are represented by the same campaign, however, the message was executed differently. Varied nature elements were employed – bird, lizard and leaf. By executing the message across three different ads, it provides greater emphasis on the big idea. The ad is simple but yet complicating. All of the backgrounds reflected the car travelling around nature but yet the message is not clear-cut. The audience would have to observe the representation of the details provided by the speed camera and how all the elements would block the number plates in all the ads. Having understood this, he/she would then be able to relate to the slogan – “One day, nature will return the favor”.

Normally, people would prefer a straightforward message from the ad. However, this ad may not appeal to all its audience but once they grasp the idea, it will be deemed as a creative concept. The Mercedes-Benz logo is vividly clear in conveying the brand’s participation.

Despite the lack of actors in the advertisements, the logo itself proves to be a strong branding as many would be able to associate the brand from the logo. The ads are simple in the sense that it is not cluttered with the hard sell approach – informational message. Instead, it focuses on the car, the campaign slogan and the nature. Through common stereotyping, the audience may relate the Mercedes-Benz drivers to words such as rich, mature, socially conscience and more sophisticated. Furthermore, this BlueEfficiency series extends its campaign to attract consumers who are eco-friendly. By purchasing the car, this identifies the user with similar characteristics to the stereotype, especially for people who are aiming to reach the esteem level of the hierarchy of needs.



Objectives (Desired Reaction)

The overall campaign is able to connect to the audiences by soft-sell utilizing perception and association of the PESTEL model, the three advertisements creates a perception that it is a fast yet eco friendly car by the use of various elements in the advertisements such as the “nature” elements (birds, leaves, lizards) together with the borders of the picture resembling a photograph taken from a speed camera on highways. Moreover the advertisement associates the feel of performance and eco friendly traits by the use of the company’s logo the tri-pointed star in the advertisement, this association is desirable to compliment Mercedes Benz’s longstanding image of elegance.

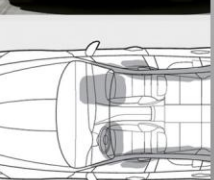
Think/Feel

The BlueEFFICIENCY campaign executed by Mercedes Benz intends to arouse the audiences’ emotions to be aware of the needs of self esteem based on the need hierarchy model proposed by Maslow (1943). A car in this modern world is almost considered as “pseudo-needs” as in this modern world everyone must have a means of transportation either by public transport or personal/private transport, thus a car is almost an essential need for a certain group of people who wish to access a more specific locations faster and more convenient than taking a public transport.

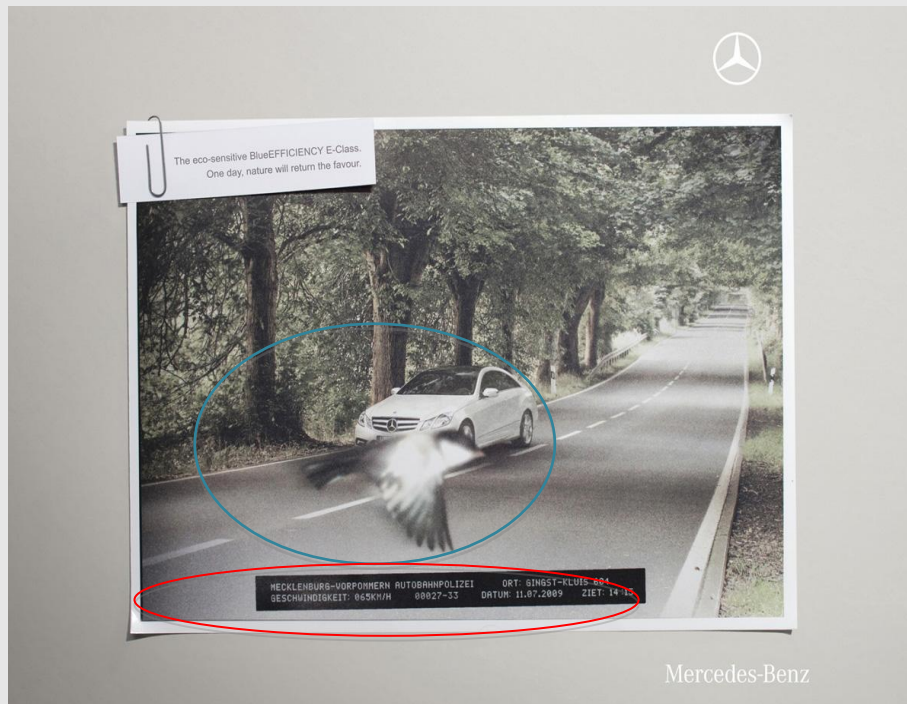
A car’s fundamental usage is to provide a means of transportation from point A to point B therefore Mercedes Benz cars’ extra features and exclusive price tags may be found to be unjustifiable by most people who don’t really need the extra features. Such thoughts of Mercedes Benz evoked the achievement needs (wants) of people by showcasing its high class and achiever’s nature of the cars making them cater to a more niche market, the target markets of Mercedes Benz’s cars are usually people with high income who wish to be viewed as successful by public, respected, and wants to create a high profile for themselves. Occasionally a high profile person is associated with people who likes to reaps profit and are usually arrogant therefore high profile sometimes deemed as socially irresponsible, however the advertisements attempts to deny the ordinary view of the audience by creating an image of eco friendliness does not necessarily at the expense of driving performance to appeal to both the people who are environmentally conscious and people who seeks thrill through driving.



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Eye Movement



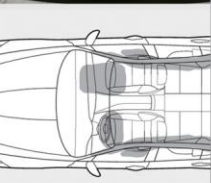


- What the audience would normally see

- What the company wants the audience to see (to compliment)

Based on the analysis of the three advertisements it is discovered that the advertisements have two separate focal points, in order to fully understand the meaning of the advertisement. – The teal circle represents the focal points that most of the audience would usually see these focal points are the most common as usually what the audience would expect from car advertisements are pictures showcasing the cars special characteristic design but on the contrary to the generic mindset the advertisement cover some parts of the body kit mainly the front bumper making it unable to clearly showcase its design.

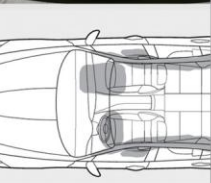
This approach may confuse the audience at first as most of the audience would wonder why a part of the car's body is being covered by something irrelevant such as bird, leaves, and lizard, therefore the company provides more information about the advertisement through the information of the black boxes that are present in the three advertisements. The black boxes highlighted by red circle are the second focal points that the advertiser wants the audience to see, after reading the information on the black information in the black boxes the audience would get the idea that the whole advertisement actually resembles pictures taken from speed cameras and nature magically rescues the driver by covering the license plate so that the driver would not get caught.



Effectiveness

In measuring advertising campaign's effectiveness there are several measures that can be used in determining the latter issue, one of the most common method is by measuring the effectiveness of an advertisement is the Facets model which incorporates perception, learning, behavioral, and persuasion.

Based on the Facets model to gauge the advertisement's effectiveness it can be concluded that the advertisement is able to stir up the audience's perception, bending the concept that they are familiar into a new perception of an eco conscious luxurious car and at the same time persuades and affects the behavior of the future consumer with their top of the line impression of luxury car, however the advertisement does not really give information for the audience to "learn" more about the product even though the advertisement is not intended to be informational it still lacks any sufficient information to highlight the cars primary features.



Part B

Demographics

BMW 320i is the mid range model sedan in BMW's line up. It targets the working executive market with ages from 30 to 60 years old. This group of consumers has a high-income level of above \$5000. They will most likely be in either the full nest stage of the family life cycle.

Price and Features

BMW 320i features BMW Efficient Dynamics, which reduces emissions and improves fuel efficiency, while at the same time boosting performance. It is priced at \$203,800.

Problem

The proposed advertisement will feature BMW 320i's eco friendly features and is aimed at targeting the mention demographics.

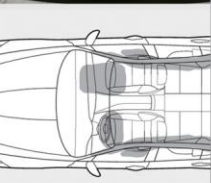
Target Audience

The target audience will be the same target audience as the car, the working executives market of ages ranging from 30 to 60 years old and a high-income level of above \$5000. As the car is a sedan, it will target the working executives in the full nest stage of the family life cycle.

This demographic of consumers will have a busy lifestyle that is centralized around their career. They will have high spending power and has their aspirations set on social status level. They are well informed and highly educated.

Brand Position

BMW has an image of a prestige brand with performance and design. The brand is also positioned as the car that offers a desired driving experience.



Brand Imperatives

BMW 320i features eco friendly engine technology that allows for fuel efficiency, yet improves the power of the engine.

Facets Model

The ad proposed needs to appeal to the interest and relevance of the consumer's perception. It needs to also make the consumer learn through associations by employing conditioned learning. The ad will also persuade consumers by establishing a new opinion it consumers that BMW still offers its signature performance and driving experience, but is also eco friendly at the same time.

Consumer Insights

The target consumers values social status, prides themselves in their career, is well informed and educated. This means that they make purchase on cars that can offer a status symbol, and is at the same time modern. The ad must thus appeal to the target consumer on the level of status and covers the modern aspect and issues of cars.

Communication Objectives

The consumers should be persuaded to an opinion that performance and eco sensitivity could be in a single package.

Proposition/ Selling Idea

The ad should bring to life the performance of a BMW car, without the compromise to eco friendliness and efficiency.

Support

The consumers should be provided with knowledge on the features of BMW Efficient Dynamics for a convincing reason to believe in the proposition.

Media Imperatives

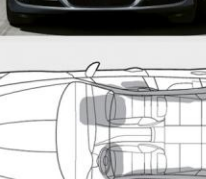
The ad should appear in popular car magazines at a regular basis throughout the campaign.



Sheer
Driving Pleasure

Part C

BMW EfficientDynamics
Less emissions. More driving pleasure.



ULTIMATE DRIVING
MACHINE



POWER APPROVED BY NATURE

Behind BMW EfficientDynamics lies a package of intelligent features which considerably reduce emissions and improve fuel consumption while, at the same time, boosting performance. They ensure that the BMW 3 Series Sedan sets new standards in terms of the efficiency and economy of its engine thanks to the Auto Start Stop function, Brake Energy Regeneration and a host of drivetrain modifications. Together, they solve the "power vs. emission" dilemma in a way that's never been seen before.



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Medium Details

Publication: Torque Singapore

Classification: Men's Lifestyle Magazine

Publisher: SPH Magazines Pte Ltd

Editor: Raymond Goh

Cover Price: SGD \$6.90

Frequency: Monthly

Target Audience: Males, 16-35 years old

Website: <http://torque.com.sg>

Readership Profile

Torque Singapore is published through Singapore Press Holdings Limited. Substantiated by sterling editorial content and award-winning designs, SPH Magazines elevates the bar as a dynamic magazine publisher. With the strong influence rendered by the publisher, Torque is able to garner presence in almost all the newsstands across the island and even at supermarkets – something that Top Gear is absent from. Torque Magazine is more than just a publication about cars; it's about a lifestyle, displaying the dreams and hopes of a generation of young men and women. Readers have always trusted Torque as the authority pertaining to cars and the car culture. From test-driving of the latest cars to appreciation of all things automotive, Torque is the trusted opinion leader.

Target Audience

Torque's target market comprises of car owners or car modification enthusiasts aged 16-35 year old. The magazine's segment caters specially to the interests of the latter group of car modification enthusiasts, but it has differentiated itself from other publications by fully dedicating one segment to covering sophisticated automobiles.

BMW has long built a brand associated with the "new cool" and is seen as a car for yuppies on the extravagant side of life. They are established as a brand for those who wish to set themselves apart as being elite, sophisticated, and well-heeled individuals who are knowledgeable about cars.



The target audience is a socially conscious crowd that wishes to be seen with brands associated with their social status. They see themselves as trendsetters, go-getters, and high achievers to a certain degree. They have a relatively high disposable income and thus are not afraid to pursue luxuries in life, many of which are attained as part of an image they wish to portray. Thus, they also desire performance in their vehicles. This group does not widely differ from the target market of Mercedes-Benz's ad in terms of social status and image pursuits.

Big Idea

In recent times, eco issues have been escalating. Global warming warnings aside, there are many who are sitting up and taking seriously the idea of being eco-friendly to help reduce our carbon footprint on the planet. This has seen it being manifested as a "green" trend" - also adopted by the elite who wish to be seen as doing their part.

The big idea stresses eco-friendliness. However, it wants to also assure its viewers that the car does not compromise on power despite its eco-friendly status. Thus, the big idea took a representation of power, and a representation of nature (in this case, different dogs used in two ads). Dogs are behind the exhaust of the car and are seen being blown excessively by the power emitted from the exhaust pipe of the car. However, they are safe from not being engulfed in a thick smoke emitted from the car. This translates that the car's exhaust is clean, thus eco-friendly and "approved by nature" itself.

Message Strategy

The message strategy here aims to appeal to the heart. There is high involvement as the path "Feelers" take involve Feel-Learn-Do. The ad has a high emotive appeal to first grab attention. Even the informational part of the ad (powerful but eco-friendly car) is translated using creative elements with emotive aspects. Customers have their interest piqued by the humor endorsed in the ad's creative and thereafter enhanced by the fact that there is the indication of power in the use of the imagery. The humor used is seen as an emotive appeal so that customers will retain top of mind for BMW when they next think about a car purchase. This encourages their test-drive of this particular series of cars when they visit a showroom.

Message Approach & Execution

Enhancing the message's emotive appeal, the message approach capitalizes on humor to maximize stickiness of its ad message. Its slice of life element represents nature as a dog, in this ad seen as a typical breed frequently kept as pets by the middle- to upper-class, our target audience. The premise that the car is powerful, yet eco-friendly, is no harm to these dogs.

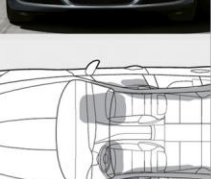
The big idea's message aims to drive perception by getting their attention through humor, and then build awareness around the fact that the car's carbon output is harmless to nature yet is still powerful. The level of surrealism is kept close to minimal (the skin of the dog is blown but the dog is not blown away) so that viewers can still feel accessible to the ad's message and relate to the situation and idea instead of dismissing it as completely surreal. The ad's humor makes it sticky, and the ad's creative style is repeated over all its ads. Repetition is a known key to idea retention.

The ad's execution also tries to relate to the Head, with its rational approach of customer-focused selling premise, focused on benefits.

Emotive Response

The intended emotive response is for viewers to find the ad humorous (appeal to the Heart), but also to make them think (appeal to the Head) by correlating the effect on nature (the dog), made by the car. The humor appeal is the ad's strength in relating the message by inducing an emotive reference that heightens memory retention as people would easily retain something they find humorous.





Eye Movement

The non-linear layout of the ad relies on “active” and “passive” movement in the ad. Eye movement begins on the right, where the viewer is drawn immediately to the “active” part of the image, which is the dog, whose skin / hair is being windblown by the car exhaust. Then the viewer’s eye is drawn to the “passive” portion of the ad, which is the car. The desired reaction as the audience beings to understand the scene is that they have a realization as to what the ad’s meaning is. They are then drawn to the tagline, which wraps up the whole experience and completes the viewer understanding.

The use of a stark background highlights the elements of nature and machine without clutter, and strengthens the simplicity of the intended message. In the short timeframe they are exposed to the ad, viewers are led to think about the message and correlation between the dog and car without disturbance of a background image.

Both ads are shot in a similar style throughout the campaign. The representation of nature, the animal, or “action” portion of the ad is always on the right hand side of the image so that the eye is always drawn towards that particular position. In subsequent ads that the viewer is exposed to, familiarity with the ad’s style allows viewers to immediately equate the ad as part of the same campaign by identifying these visual markers.



Effectiveness

The Facets model measures effectiveness against perception, learning, behavioral, and persuasion. Before achieving any of the above, the visual communication and effectiveness is crucial. Out of the six factors for achieving visual effectiveness, the ad's big idea seeks to grab attention, stick in memory, communicate quickly, and anchor associations.

Since visuals are better at getting attention than words, the ad focuses on real life elements so that consumers make associations faster than if it were fantastical or fictional.

What makes the ad attention grabbing is its exaggeration on realism, as well as humor. This, in conjunction with the tagline, "Power, approved by Nature", aims to retain stickiness in people's minds.

Furthermore, the benefit of using dogs to representation nature in this ad is twofold. One, the animal is unharmed by the fumes of the car, which cannot be seen and thus communicates its approval. Two, it anchors the association to pet owners, as well as animal lovers, and creates a relationship between the ad and the viewer.

The visual impact, cognitive and emotive aspects, enhance the perception of the viewer that this eco conscious luxury car retains its luxury standing at little cost to the environment.



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