




# online advertising effectiveness study

September 2010



# Campaign & research objectives



<b>Brand</b>	
<b>Campaign Name</b>	BMW Mobile site
<b>Agency</b>	emitch
<b>Duration</b>	12 Months
<b>Campaign Objectives</b>	Generate awareness of/interaction with the brand Increase brochure fulfilment and test drive take-up Grow database
<b>Consumer Insights/Target Audience</b>	To appeal to both existing and potential BMW customers / high earning car buyers
<b>Supporting Research</b>	During Jan 2010 there was a total of 3,805 visits to <a href="http://bmw.com.au">bmw.com.au</a> (the main BMW online destination in AUS) from a mobile device. The breakdown: iPhone: 80.4%, iPod: 12%, Symbian OS: 3.4%, Bberry: 2.2%



# Research methodology



## Our offering:

The BMW mobile site was introduced as part of BMW's 12 month media spend. The site ran for 12 months and introduced various models from the BMW range through a phased approach. The first iteration coincided with the lead up to the launch of BMW new X1 model in April 2010 and was accessed via banners placed throughout the ninemsn network. Each previous version of the site was accessible through a menu option on the new main homepage.

## Consumer Insights/Target Audience:

To appeal to both existing and potential BMW customers / high earning car-buyers

According to BMW research, users viewing automotive sites on a mobile device are closer to purchase than the average online browser. BMW were looking to leverage this knowledge to showcase the range and attain opt-ins.

## Supporting Research

During Jan 2010 there was a total of 3, 805 visits to [bmw.com.au](http://bmw.com.au) (the main BMW online destination in AUS) from a mobile device.

The breakdown:

iPhone: 80.4%, iPod: 12%, Symbian OS: 3.4%, Blackberry: 2.2%

**BMW X1**  
The Ultimate Driving Machine  
The All New BMW X1

**JOY IS UNPLANNED.**  
THE ALL NEW BMW X1.

- Experience the BMW X1
- BMW X1 Insights
- BMW X1 Wallpaper Gallery
- Request a BMW X1 Brochure
- Locate a BMW Dealer

Joy might go home. Or it might go to the beach instead. Joy is up for whatever you've got going on. It is versatile and functional with a spacious interior, split-folding seating and BMW Efficient and Dynamic performance. Joy lives in the moment because it can. It's youthful, spontaneous and offers up a new driving experience. Live an unplanned life in the all new BMW X1.

Click to Call 133 BMW

BMW EfficientDynamics  
Less consumption. More driving pleasure.

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BMW Group Australia

**BMW 5 Series**  
The Ultimate Driving Machine

**DYNAMIC IN ITS MOST BEAUTIFUL FORM.**  
THE ALL NEW BMW 5 SERIES.  
THE ULTIMATE DRIVING MACHINE.

- Watch BMW 5 Series Video
- BMW 5 Series Features
- BMW 5 Series Wallpaper Gallery
- Test Drive the BMW 5 Series
- Request a BMW 5 Series Brochure
- Locate a BMW Dealer
- Explore Other BMW Models

The all new BMW 5 Series is the epitome of aesthetic excellence and supreme driving pleasure. With a design that is charismatic, elegant and sporting, superbly matched with the efficient and dynamic performance worthy of an Ultimate Driving Machine. The end result is perfection in every detail, inside and out.

Click to Call 133 BMW

BMW EfficientDynamics  
Less consumption. More driving pleasure.

View full site - click here

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**BMW 3 Series Sedan**  
The Ultimate Driving Machine

**THE PERFECT SPORTS SEDAN**

THE PERFECT BMW 3 SERIES PACKAGE. \$8,700 SPORT INNOVATIONS PACKAGE FOR \$2,500\*. (Full details below)

- BMW 3 Series TV Ad
- BMW 3 Series Wallpaper Gallery
- Test Drive the BMW 3 Series
- Request a BMW 3 Series Brochure
- Locate a BMW Dealer
- Explore Other BMW Models

There's no question the BMW 3 Series has always been the leader of the pack. It exemplifies the essence of BMW. It is the perfect sports sedan.

And now with an M Sport Innovations Package available for only \$2500 for a limited time, it is even better again. The Ultimate sports driving package includes M Sport Body Kit, 17" M Alloy Wheels, M Sport Suspension, M Leather Steering Wheel, Navigation, M Sport Interior Trim and Bi-Xenon Headlights.

Take a test drive today

# Research



## OTP click through

April 2010;  
PI: 57,709  
Clicks: 1131  
Total: 1.96%

June 2010;  
PI: 75,374  
Clicks: 372  
Total: 0.49%

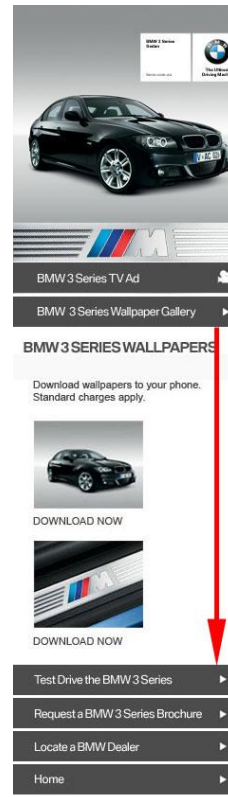
September 2010  
PI: 61,146  
Clicks: 1125  
Total: 1.84%

## Traffic March- September 2010

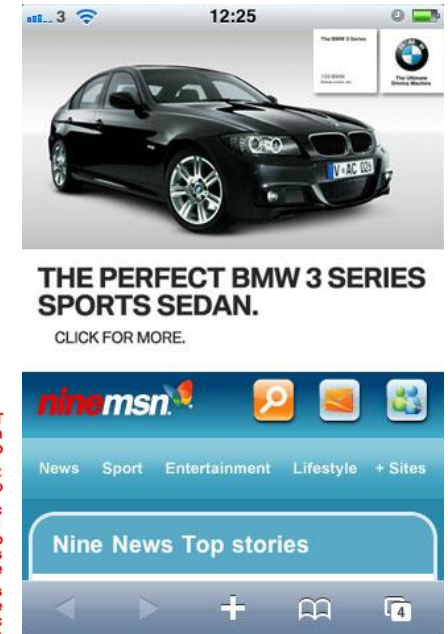
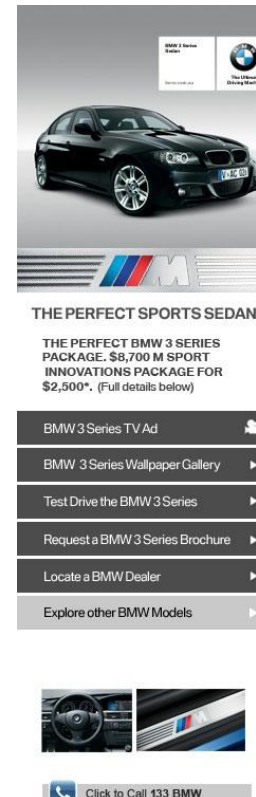
PI: 23,009  
Visits: 22,475

## iPhone Functionality

As 80% of mobile users that visited [bmw.com.au](http://bmw.com.au) were using iPhone device, we opted to increase the functionality for iPhone users by implementing accordion function.



iPhone Functionality



Mobile Portal OTP

