

MAGAZINES DELIVER AFFLUENT INFLUENTIAL BUYERS FOR THE BMW 6 SERIES

MANDY: TIO-SHIE OR DENT SHE? **LETTERS P23**

A green light for women on the front line **BEST ARMED AND DANGEROUS P25**

Why man are scared of Mary Beard? **TRADING POINTS P29**

MAGAZINE OF THE YEAR

THE WEEK

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THE BEST OF THE BRITISH AND FOREIGN MEDIA

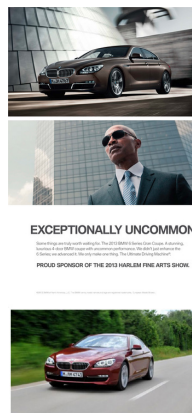
Cameron takes on Europe

Masterstroke or reckless gamble? **Page 2**



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Price: \$66,620 - \$72,435

Pros: Powerful engines, luxurious interior, keen handling

Cons: High list price, limited room in the back, Porsche 911 similar price

U.S. Carbuyer "The BMW 6 Series is BMW's largest coupe. It mixes sporty looks with an ability to carry its passengers long distances in complete comfort, although its suspension and cabin rattle can't be let down in this respect. The 6 Series competes with cars such as the Porsche 911. And 55 and 58-hp. It's a comfortable car to experience in size it must, but should be at its best on highways as it is on twisting country roads. While the 6 Series is undoubtedly a significant model with a price to match. Its range of engines also begins to choose between outright performance or a mix of economy and speed. It offers reasonably strong used values, is very safe and also scores well for reliability."



Dennis and others

With a clearly defined target group, BMW ran a multi-title campaign across magazine media that it knew its audience actively chose to read: National Geographic, FT How to Spend It, The Spectator and The Week.



IDEA

The BMW 6 series costs £65k and yet 35% of people who test drive the car buy it. The challenge then is to create consideration among the marque's core target of 'influential ABs'. This audience is difficult to reach, cash-rich, time-poor, and advertising-averse.



BREATHTAKING: 0-100KM/H IN 4.5 SECONDS.

The all-new BMW 6 Series Gran Coupé 650i xDrive has been built with the world's natural beauty in mind. The exceptional power and control supplied by BMW xDrive, redistributes drive power to the wheels to deliver the most traction and allows the car to handle anything that nature puts in its path. The result is enhanced handling, safety and pure driving dynamics. An outstanding car that combines striking design with exceptional power, taking you from 0-100km/h in an impressive 4.5 seconds. Visit your local BMW dealer for a truly exhilarating drive or go to www.bmw.com for more information.

THE ALL-NEW BMW 6 SERIES GRAN COUPÉ WITH BMW xDRIVE.

BMW EfficientDynamics
BMW 650i xDrive 6.6 LITRES (333 kW (450 hp))

EXECUTION

Using the key message 'Beauty Seldom Seen', it emulated the high-quality photography of National Geographic with a 6-page, 'barn door' advertorial positioning the BMW 6 against the rarely seen Aurora Borealis. This was mirrored with a similar online treatment on a BMW microsite. BMW cover-wrapped The Spectator, topped up with an advertorial in the print publication and digital activity behind the magazine's paywall. Readers could win a chauffeur-driven day in town, tea at The Savoy and a money-can't-buy invitation to The Spectator's summer party, which. BMW sponsored and was thrown for influential, media commentators and MPs. Readers were invited to enter a money-can't-buy M Power driving experience at Goodwood, reinforcing the exclusivity of the BMW 6. A similar approach in The Week included branding and content on the subscriber carrier sheet, web, tablet, stand-alone emails and newsletter. At the same time, Dennis' in-house motor and tech team created a unique video of the BMW 6.

RESULTS

The campaign as a whole reached 925K ABs via print (13.5% of the total audience) and 4m adults online, 30k on tablet and 31k via email. Reader competitions attracted 10k entrants, 70% of whom then opted in to receive more information from BMW. Consideration of the BMW 6 series rose by 10% with 4.4% agreeing they would take direct action as a result of the promotional activity.

