

How BMW's "Story of Joy" Advertising Campaign Is Reaching New Consumers



Using Social Media Research to Establish Success Metrics

J.D. Power Intelligence MonitorSM Best Practices Case Study



In an effort to expand the reach of its brand, BMW launched a new “Story of Joy” advertising campaign in 2010. The “Joy” campaign is not designed to replace BMW’s long-standing and well-known “Ultimate Driving Machine” campaign, which has resonated with BMW’s core car enthusiast loyalists for decades. Rather, “Joy” is intended to appeal to consumers who are not necessarily driving enthusiasts but love to live life. Delivered primarily through traditional and grassroots media, the “Joy” campaign represents a stark departure from the “Ultimate Driving Machine” brand message in an effort to reach new audiences and position BMW for broader appeal.

J.D. Power and Associates conducted some independent research to determine whether the new “Joy” campaign would alienate BMW’s traditional buyers and whether an entrenched “enthusiast” brand could reach a new set of consumers. Furthermore, J.D. Power wanted to highlight how social media research may help marketers understand the true impact of a campaign.

To measure the impact of BMW’s “Joy” campaign, J.D. Power Web Intelligence employed one of its industry-specific intelligent social media listening tools, the *J.D. Power Auto Intelligence Monitor*,SM to track online consumer commentary associated with the BMW brand before, during, and after the launch of the “Joy” campaign.

Before, During, and After the Campaign

Initially, J.D. Power Web Intelligence hypothesized that there would be shifts in how consumers would talk about BMW after the launch of the “Joy” campaign. We were curious whether enthusiasts would question BMW’s marketing direction or if discussions about “performance” would decline. By using the *Auto Intelligence Monitor*, our analyst team was able to track 13 distinct topics of online consumer conversations that are critical to the automotive industry, including discussions about automotive performance.

To determine the impact of BMW’s “Story of Joy” advertising campaign, J.D. Power Web Intelligence employed one of its industry specific social media listening tools.



Another key component of the *Auto Intelligence Monitor* is the tool's ability to evaluate up to two years of historical conversations. Thus, our analysts were able to track conversations about BMW before, during, and after the "Joy" campaign launch.

In analyzing the information, we found only slight shifts in how consumers talked about BMW over time. During the month the "Story of Joy" ad campaign launched, the brand experienced a small lift in marketing and communications discussion. However, that lift was temporary, falling back to 3% of BMW-related conversations in the month following the launch.

J.D. Power's Auto Intelligence Monitor provides analyses of two years of historical social media conversation, which allow clients to clearly measure impact and define success.

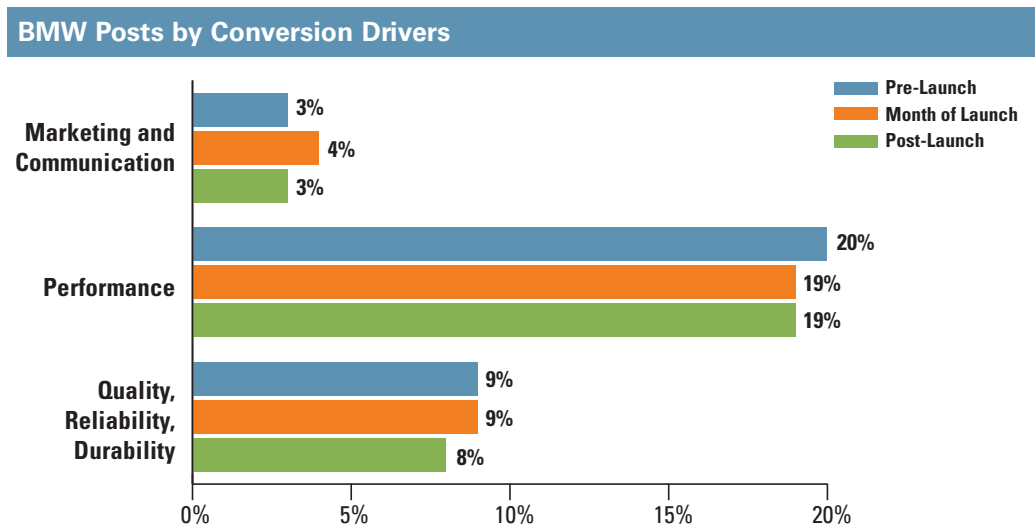


Figure 1

Source: J.D. Power Auto Intelligence Monitor™

It Might Not Be What Is Being Said, but Who Is Saying It

Because the *Auto Intelligence Monitor* provides the ability to track both what is being said and who is saying it, the tool led our analysts to consider a different possibility. While the data showed that discussion topics surrounding the BMW brand had not changed, what if the consumers discussing the topics had changed?

“Joy” Appeals to Women and Gen Y

Within 60 days of the initial “Joy” campaign launch, our analysts noted that conversations about the brand by females increased by 20%, signaling a definite demographic shift. The campaign also seemed to pique the interests of a younger audience. In particular, members of Generation Y¹ talked positively about the message; BMW’s use of grassroots media to broadcast the message; and other activities in which the brand was involved, such as charity work.

J.D. Power Offers Unique Solutions to Measure Success

If BMW’s goal was to target younger, female consumers, J.D. Power data shows the strategy to be working. But BMW marketers wouldn’t have been able to track whether the campaign was working if they had employed a traditional social media monitoring tool. The ability of the *Auto Intelligence Monitor* to determine what is being said and who is saying it allowed our analysts to conduct a longitudinal analysis of the “Joy” campaign, identifying trends indicating that BMW is, in fact, reaching a new set of consumers with the “Story of Joy” advertising campaign.

I like BMW’s new ad campaign. Expressions of Joy. I did a take on the imagery used in the new commercials while doing some driving up in the Blue Ridge Mountains this past week. Enjoy!
— Gen Y Female

BMW Posts by Demographics

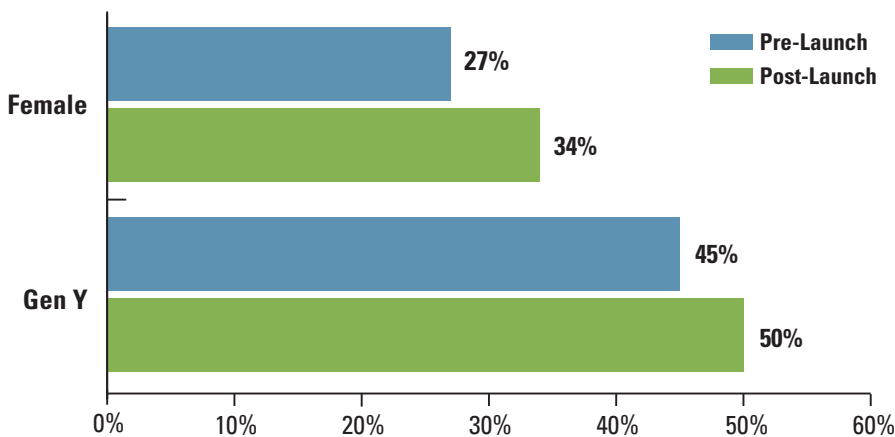


Figure 2

Source: J.D. Power Auto Intelligence Monitor™

J.D. Power’s ability to both surface key topics of automotive conversation and identify the age, gender, and sentiment of millions of consumers through the *Auto Intelligence Monitor* is a key differentiator from other social media listening tools.

¹ J.D. Power Web Intelligence defines Generation Y consumers as born between 1979 and 1992

About J.D. Power and Associates

J.D. Power and Associates is a global marketing information services company operating in key business sectors across a variety of industries, including market research, automotive forecasting, performance improvement, Web intelligence, and customer satisfaction. Established in 1968, the company has been listening to consumers and business customers; analyzing their opinions and perceptions; and refining research techniques and study methodologies to offer some of the most advanced product quality, customer satisfaction, and tracking research available today. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies, Inc.

About Web Intelligence

J.D. Power Web Intelligence provides an innovative approach to turn millions of social media conversations into actionable information. Combining the company's 40+ years of customer and industry insights with state-of-the-art patent-pending technology, Web Intelligence analyzes rich, but difficult-to-aggregate text to derive insights about consumers, trends, brands, and products.

From our Intelligent Social Media Listening tools to our Tribe Intelligence consumer segmentation, J.D. Power Web Intelligence's unique combination of technology and industry expertise helps companies leverage social media research to drive decisions about market trends, understand how to reach a particular segment of consumer, or inform new product development.

To learn more about how J.D. Power may provide your company with an edge, please contact:

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