



**CATEGORY: HYBRID TV/OTT**

### **Addressable TV campaign for the BMW iX XDrive50**

#### **Why We Apply:**

This case study deserves a FED Award for its groundbreaking approach to revolutionising automotive marketing. BMW Türkiye's innovative use of Addressable TV, precision targeting, and interactivity engaged a wide audience and led to notable lead generation. The seamless integration with their CRM system showcased exceptional technical prowess. By emphasizing the joy of exploration and the product's strengths, BMW Türkiye effectively connected with consumers, setting a new industry standard. The campaign's exceptional results, including impressions, extended engagement, and successful lead conversions, demonstrate its outstanding creativity, effectiveness, and measurable impact, making it a standout contender for the FED Awards.

#### **Product/Solution:**

BMW Türkiye aimed to reach the right audience and collect leads for the BMW iX xDrive50 model with a distinctive communication campaign and reach a wide customer base. Unlike traditional interaction channels, we launched a personalized campaign through Addressable TV.

First, the target audience was determined. With Adform's cross-device technology, Digiseg and other offline survey data were digitized and targeting was achieved according to age, gender, income and interests.

An L-shaped banner highlighted the performance of BMW's new electric vehicle with the slogan "Discover holiday routes". With this campaign, BMW Türkiye wanted to emphasize the range, the most prominent feature of BMW iX xDrive50. We listed the routes that can be travelled in the summer months. Viewers were able to compare how many kilometres the new BMW iX xDrive50 could travel at a time and the length of their holiday routes by clicking the green button on their remote control. At the same time, they were able to provide their phone numbers for a test drive and get information through the interface integrated with the brand's CRM system. This integration helped BMW Türkiye directly reach the relevant customer increasing the campaign's success.

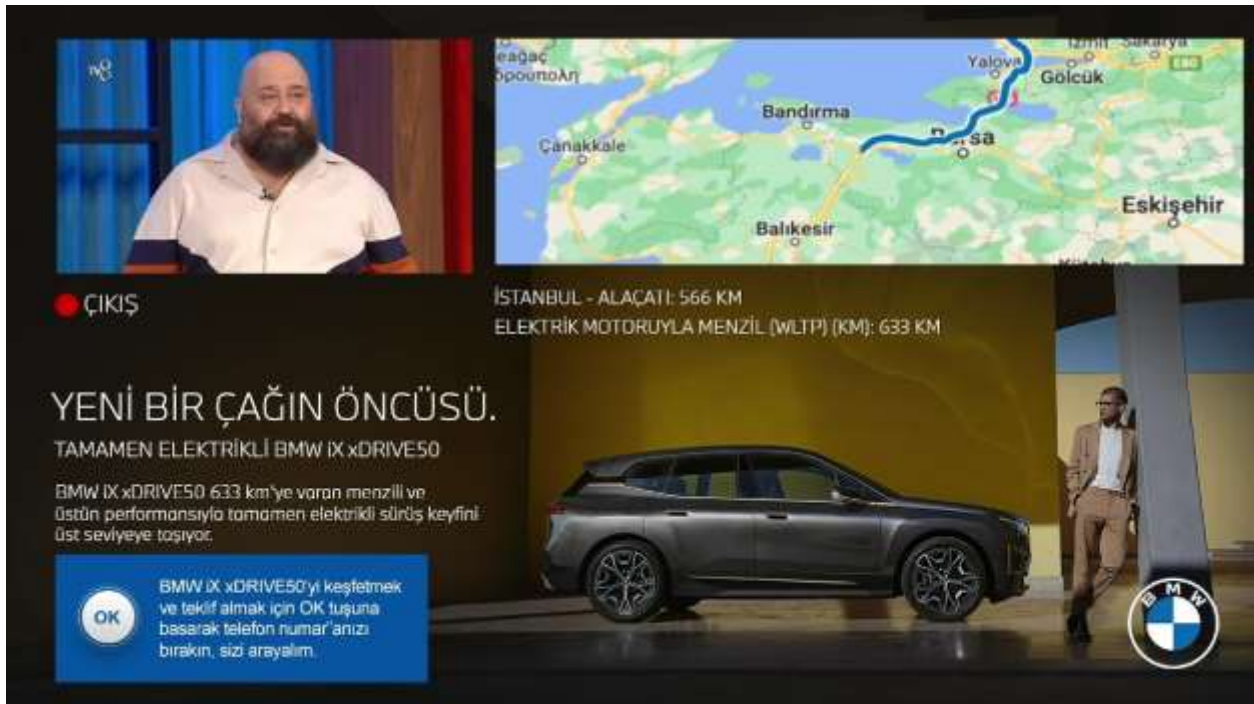
447,000 impressions were made during the campaign. Viewers spent an average of 12.5 seconds on the Landing Page. The sector average was 8.2 seconds and successful results were achieved on the interaction side.

More importantly, 24 request forms were filled out and 2 potential customers were contacted during the campaign.

Through this campaign, the audience was provided with a pleasant experience with accurate targeting and a special setup prepared on behalf of the brand, while the strengths of the product were highlighted and the consumer was called to take action with the request form setup. The brand created potential customers by using addressable TV effectively.

Please find the video case we have prepared on the link: <https://youtu.be/Ya67HilD0j4>

Screenshots from Our Case Study:



## Telefon Numaranızı Giriniz.

Detaylı bilgi için biz sizi arayalım.

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ÖRNEK: 05-- -- -- -- --

Kişisel verilerinizin işlenmesine dair bilgi için

[Aydınlatma Metni](#)



0-9 Tuşlarını kullanarak telefon numaranızı giriniz ve OK tuşuna basınız.

ÇIKIŞ

## YENİ BİR ÇAĞI

TAMAMEN ELEKTRİKLİ

BMW iX xDRIVE50 633 km'ye  
üstün performansı ile tamamiyetle  
üst seviyeye taşıyor.

OK

BMW iX xDRIVE50  
ve teklif almak için OK tuşuna  
basarak telefon numaranızı  
bırakın, sizi arayalım.



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### Form başarıyla gönderildi.

Bilgilerinizin teyit edilmesi amacıyla en kısa sürede  
telefon numaranız üzerinden sizinle iletişime geçilecektir.  
İlginiz için teşekkür ederiz.