



# BMW Netherlands’ smart use of YouTube innovations creates a strong digital positioning for the BMW i brand.

## About BMW i Netherlands

- Visionary electric vehicles and mobility services
- Strongly defined by sustainability
- Headquarters in Rijswijk, The Netherlands
- [www.bmw.nl](http://www.bmw.nl)
- [www.youtube.com/BMWiNederland](http://www.youtube.com/BMWiNederland)

## Goals

- Tell the story of BMW i and bring BMW i3 to a new audience
- Increase brand awareness
- Drive user engagement
- Improve watch time, ad recall and engagement via smart use of annotations

## Approach

- Produced a dedicated YouTube channel tailored to the brand’s look and feel
- Installed a custom gadget on the channel
- Created a YouTube marketing campaign for BMW i
- Launched YouTube TrueView in-stream pre-roll ads and TrueView in-display ads
- Used annotations to let viewer choose to see either BMW i8 or BMW i3 messaging
- Remarketed using TrueView and Google Display Network banners

## Results

- YouTube campaign achieved more than 9 million impressions, 740,000 views and 6,602 free views over six weeks
- Average view rate of 18% among new in-stream watchers
- View rate of 25% for in-stream remarketing
- Cost per view of €0.04
- Average click-through rate of 0.94%

Strongly defined by sustainability across its entire value chain, BMW i produces visionary electric vehicles including the all-electric BMW i3 and the progressive BMW i8. With the launch of its first electric cars, BMW Nederland understood that innovative marketing was required to reach a totally new target audience. The main business challenge was to find a unique way of positioning the BMW i3 in the Dutch market, both online and off. The objectives were to tell the full story of the BMW i3, increase brand awareness and drive user engagement. Given the importance of video in the consumer journey, BMW Netherlands chose to work with YouTube, the largest online video platform and the world’s second largest search engine behind Google.com.

## Hit the road running

BMW Netherlands’ digital agency iProspect set about building a compelling campaign. First, the team created a unique digital hub for the BMW i3 in the form of a dedicated YouTube channel tailored to the brand’s look and feel. To drive user engagements such as subscriptions, shares, likes, comments and earned watch time, BMW used Clipster to implement the custom gadget on the channel.

Different Google media formats were used to increase brand awareness of the BMW i3 and steer consumers to visit the BMW i YouTube channel. TrueView in-stream ads appeared in advance of videos on YouTube, with the option for users to skip after five seconds if they weren’t interested in seeing the entire ad. Annotations in these ads enabled the viewer choose to see either BMW i8 or BMW i3 messaging. Meanwhile, TrueView in-display video ads were triggered when consumers entered search terms relevant to BMW i. Finally, remarketing via TrueView and banners on the Google Display Network promoted test drive requests on the BMW.nl website by re-engaging consumers who had previously been on the BMW i website, visited the BMW i YouTube channel or subscribed to the brand’s channel.



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*“One of our objectives was to get the story of BMW i across to a new audience for BMW. Together with Google and iProspect, the campaign was optimised continuously. This resulted in a significant increase in the value of a view: we realised a high view rate, an ad recall uplift of 41% and we created a lot of engagement.”*

**— Peter Haug, Marketing Director,  
BMW Group Netherlands**

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### **Doing the power of good**

By optimising targeting and placements mid-flight, iProspect was able to increase the view rate by 29%, increase free views by 250% and decrease the cost per view by 4%. Improvements to the video themselves produced a 27% increase in view rate, a 200% increase in free watchers and a 41% uplift ad recall.

Overall, the results of the YouTube activities were impressive: the campaign achieved more than 9 million impressions, 740,000 views and 6,602 free views over a period of six weeks. The average view rate among new in-stream watchers was 18%, while the view rate for in-stream remarketing was 25%. The cost per view was low at €0.04 and the average click-through rate was 0.94%.

Now BMW Netherlands and iProspect are working on the online video marketing strategy for the coming year, including the creation of a new in-display campaign, improvements to existing videos and planning of new video content.