

Programmatic showcase

Reaching an affluent audience with time-targeting

Campaign objective

- Promote the BMW i7 to an affluent audience at relevant times

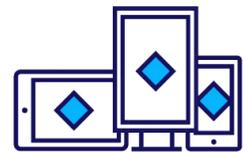
The BMW i7 is the car marque's latest electric luxury car offering to the market. For their most recent campaign, they targeted an affluent audience by activating in areas of interest – cultural institutions such as the Zurich Opera House, the Museo d'Arte della Svizzera Italiana and the Opéra de Lausanne.

Further increasing relevance, BMW Group used time-targeting based on the performance or opening hours of the respective cultural institutions.



Target audience

- Affluent adult audience
- Audiences that are a cultural fit for the brand



Campaign specification

- Portrait formats only
- Non-guaranteed
- Campaign ran in Basel, Bern, Zurich, Lucerne, Lausanne and Lugano

In collaboration with

