Crowd Favorite

BMW

Digital strategy for an immersive brand experience

BMW sought Crowd Favorite's expertise to develop a digital marketing strategy (including event registration, a micro-site, and data reporting) that would create a memorable customer experience and generate real returns during their national driving tour.

CHALLENGE

German Luxury automaker BMW came to us in need of an innovative digital strategy to promote their National Ultimate Driving Experience Tour, one designed to help them meet key sales, data reporting, and customer experience objectives.

SOLUTION

Crowd Favorite developed a digital strategy to enhance the in-person experience, and deliver results. We proposed pre-registration event microsites, and a plan using RFID technology to tag attendees in event photos and videos, then share those memories afterwards on personalized, media-rich landing pages.

EXPERTISE PROVIDED

Digital strategy **Consulting**



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