



Case Study BMW Individual

The highest form of “premium”

The challenge

BMW Individual is the most exclusive way to ride a BMW. Which is why a 120-page strong catalogue and 18 BMW Individual model presents an ultimate challenge. To the agency, the photographer, to logistics, and production.

The strategy

The catalogue for BMW Individual must be more than just a catalogue. It must be the benchmark. And as such seduce the car buyer emotionally to justify the high sales price.



The idea

The catalogue was designed as a coffee table book. As an elegant illustrated volume with perfect photos and refined texts.

The success

Not only one of the most elaborate catalogues of the BMW Group. But also a model that others like to quote.





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