



Case Study BMW K 1200 R

From refusal to acceptance

The challenge

In 2005 BMW Motorrad introduced the BMW K 1200 R, the world's strongest, serially produced naked bike. A breathtaking product with a big problem. Credibility was zero, since the target group in this segment clearly refused the brand.

The strategy

FEUER positioned the BMW K 1200 R as the maximum macho machine. Because this would hit the target group straight in the heart. Phase 1 used online communities as a free communication channel to address opinion leaders. Simultaneously, bikers were practically seduced with non-branded entertainment to try out the BMW K 1200 R and its world of experience. During Phase 2 the inhibition barrier of other-brand riders to visit BMW Motorrad dealers was lowered, leading them to test drive and eventually buy the bike.

The idea

The core of communication was the claim "Respect" and the world of experience Action Movie.

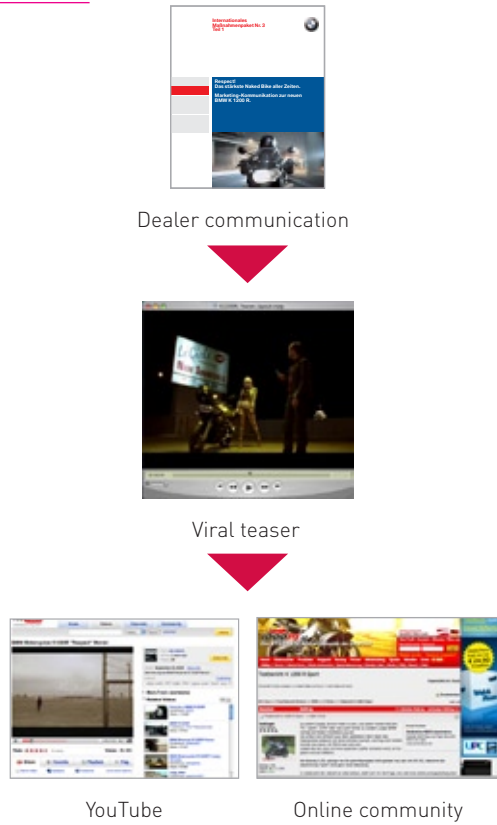
The success

The BMW K 1200 R now is one of the most sought-after naked bikes. The viral campaign achieved a high number of page impressions and inspired hefty discussions about the product and its communication. Sales figures exceeded expectations already in the first year.



The channels

Prelaunch phase:



Launch phase:

