



# Case Study BMW Motorrad Intermot Fair

From omega to alpha

**bye bye stranger**  **hello friend**

## The challenge

Intermot is one of the biggest international motorcycle fairs. 2006 it was particularly important for BMW Motorrad who launched new products for younger target groups there. The first problem was the outdated image. The second was the reluctance of many other brand riders to welcome the brand.

## The strategy

Everything is new. Everything is better. To achieve this intended perception of BMW Motorrad, a clear cut was required. Without putting off loyal riders of the brand. Without denying the BMW tradition. To do this, the brand said goodbye to the good old days and welcomed curious newcomers: Bye bye. Hello.

## The idea

This was the motto FEUER used for the entire communication at the trade fair booth and for all accompanying actions with employees and dealers.

## The success

More than 90 percent of all trade fair visitors came to the booth, which became the perfect platform for exchange with the younger target group.

