



Case Study BMW R 1200 GS Adventure

Travel without much money

The challenge

The BMW R 1200 GS Adventure is the perfect globetrotter bike. The problem is that many bikers are almost afraid of this huge machine. In addition, the extremely small budget for the international presence made the implementation of communication itself an adventure.

The strategy

The intention was to transform target group reluctance into an appetite for adventure, by showing them that it is possible to master the BMW R 1200 GS Adventure.

The idea

The creative idea was based on maximum authenticity. Under the motto "Explore your horizon", we documented a real adventure trip. An everyday office guy – who in his leisure time likes to ride a motorcycle – rides through Western China on the old Silk Road. Four weeks. 3,500 km. Over mountain passes 5,000 m high. Through the most dangerous desert of the world. The idea was better than the budget. Thus the owner of the agency, Boris Dolkhani, had to become an adventurer and do this himself.

The success

The BMW R 1200 GS Adventure is the BMW Motorrad model with the highest turnover and the most widely sold motorcycle in Germany. And the target group even spends money for the advertising: the DVD with the complete documentation available from Amazon has meanwhile become a real seller.



Die Services

