

JWT Amsterdam and BMW create new campaign BMWi3

The fully electric BMWi3: driving pleasure reinvented.



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Summary **JWT Amsterdam (www.jwtamsterdam.nl) together with BMW (www.bmw.nl) launch the new BMWi3 campaign, featuring - for the first time in years - a Dutch television commercial with online support.**

Details The story behind the new BMW i3 is extraordinary. Starting with the production process which is fully powered by wind energy, a body constructed from carbon and the use of unique materials such as eucalyptus wood, renewable natural fibres and olive leaf extract.

A fully electric car, without compromise. In all aspects, new and exhilarating. But one thing never changes. It drives like a BMW. More than enough reason for BMW to create a commercial to share this exceptional story with the Netherlands.

JWT Amsterdam

Hirschgebouw Leidseplein 29
1017 PS Amsterdam
+31 (0)20 301 96 96

JWT Rotterdam
Hirschgebouw Leidseplein 29
1017 PS Amsterdam
+31 (0)20 301 97 97

Spokesperson

Creative Related; Bas Korsten
Executive Creative Director
bas.korsten@jwtamsterdam.nl

Agency Related; Ralph Wisbrun
Managing Partner
ralph.wisbrun@jwtamsterdam.nl


Relevant links  BMW

Images





Documents

 Credits BMW i3 - Driving pleasure reinvented.pdf

About JWT Amsterdam

We're an advertising agency that thinks a little differently. We believe that our complex world calls for a new way of working. And we've built our entire agency around it. Three simple words that will redefine the way you and we do business: Think, do, make.

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