

# JWT Amsterdam and BMW create new campaign Glance Back

When was the last time you glanced back at your car?



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Samenvatting **It's a small moment. But it's there nonetheless. A little glance back once you've parked your car. BMW's drivers recognise it. They can't help themselves. It's a combination of the driving experience, the design and the pride of ownership. When was the last time you glanced back at your car? This subtle moment has been the inspiration for JWT Amsterdam. It makes it a truly BMW worthy campaign which brings the well known pay off "Sheer Driving Pleasure" to life.**

## JWT Amsterdam

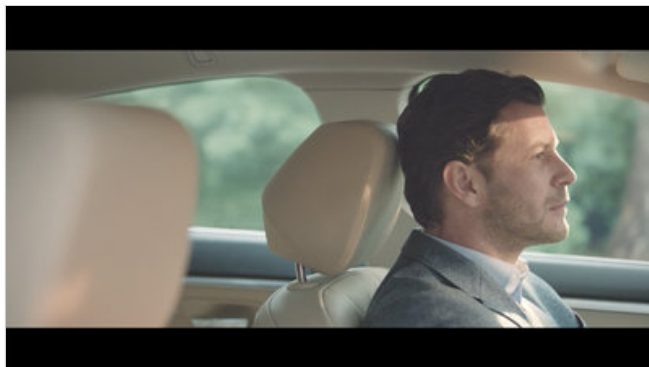
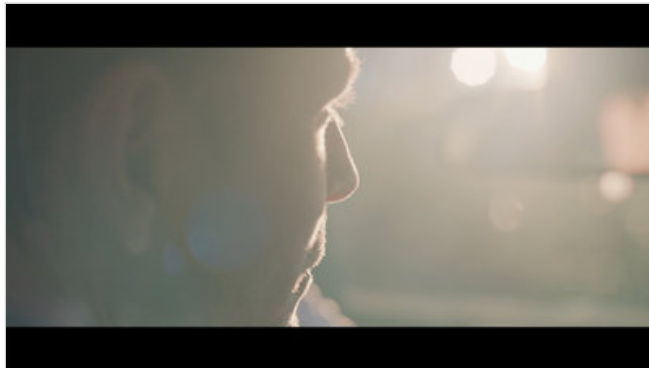
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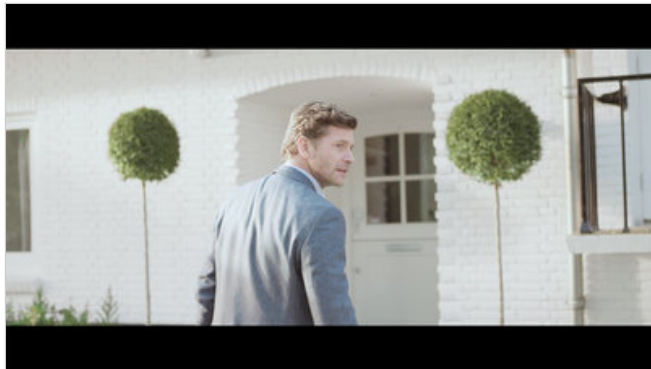
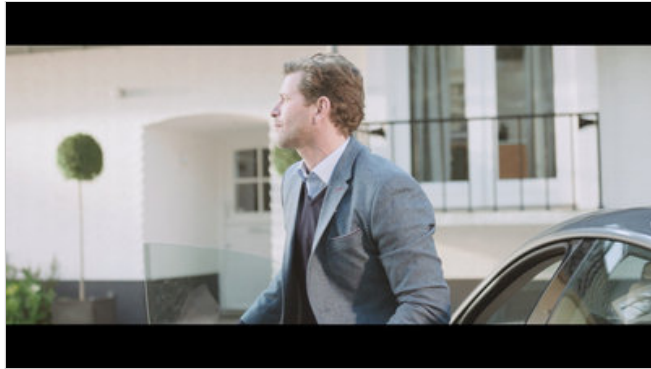
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Afbeeldingen





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