

# BMW

## Accelerates Engagement with Immersive 3D Ads

### 5.2x

average rich media  
expansion rate\*

### 2.1x

average rich media  
engagement rate

\*3D benchmarks are compared to  
Celtra 2013 benchmarks

## Overview

The BMW i8 sets new standards in design. With only two i Series vehicles in North America and mass production to start two years in advance, BMW faced the challenge of educating consumers about the vehicle line without a physical product.

Universal McCann Worldwide (UMWW), Editions by AOL, and [a.mo.bee] worked in partnership to create a stunning virtual showroom for mobile users to experience the futuristic BMW i8.



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## A New Breed of Tablet Ads

The centerpiece of the experience is a virtual showroom for the BMW i8. Consumers can swipe to view the BMW i8 from any angle. The ad experience goes a step beyond the physical showroom by empowering users to disassemble the BMW i8. When a user taps “Unveil Carbon Fiber,” the car’s glass and aluminum exterior is hoisted away to reveal its carbon fiber frame.

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### The Ad Experience Goes a Step Beyond the Physical Showroom

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The BMW i series [a•mo•bee] 3D ad is featured in the IAB Tablet Creative Showcase. Joe Laszlo, Senior Director of Mobile Marketing Center of Excellence at IAB said, “What I think is cool about the BMW spot is that it exemplifies a strong digital magazine ad execution. It looks like a glossy full page ad, and conveys a message even if the viewer doesn’t interact with it. But at the same time it has just enough animation and interactivity to make it dynamic and interesting.”

## Industry First: Real-time 3D

The ad unit goes beyond the capabilities of standard, HTML-based rich media to unlock the power of the iPad’s graphics processor with the advertising industry’s only realtime 3D engine, implemented with iOS’s native OpenGL ES graphics library.