How BMW Increased Brand Metrics While Delivering A Carbon-Neutral Campaign with Sharethrough GreenPMPs™

By running their campaign on Sharethrough’s GreenPMPs™, BMW increased their brand metrics while simultaneously making the campaign carbon-neutral.

Strategy
BMW’s main objective was to promote their branded content series aiming to convince potential EV consumers of their leadership and commitment to the environment. By leveraging Sharethrough’s Enhanced Video as their main format, they were able to deliver their message at scale, reach a qualified audience, while also overcoming their video completion rate.

Delivering the campaign using Sharethrough GreenPMPs™ was the optimal solution to achieve their campaign objectives while also aligning with BMW’s overall commitment towards green initiatives by delivering a carbon-neutral campaign.

Results
By adding Sharethrough’s Enhanced Video to their campaign and by running on GreenPMPs™, BMW overachieved on their brand metrics while delivering a carbon-neutral campaign.

The results revealed that partnering with Sharethrough and using Enhanced Video allowed BMW to reach a 82% video completion rate (overachieving their benchmarks by a whopping 26%). Additionally, a consumer survey following the Forces of Nature campaign resulted in 86% of viewers saying they believe that BMW cares about the environment, while 84% were left with a positive impression of BMW.

Thanks to running on GreenPMPs™, BMW ran a carbon-neutral campaign and demonstrated its commitment to becoming more sustainable at all levels of the organization, with advertising being one of them.

Research Methodology
Running on Sharethrough GreenPMPs™ allowed BMW to measure and compensate for the carbon emissions that were generated by the campaign. They were able to compensate for a total of 685,535 grams of CO₂, which was the equivalent of fully charging 89,000 smartphones or the carbon in 162,000 plastic grocery bags. The calculated emissions generated by the campaign were allocated to carbon removal projects such as direct air capture, carbon soil storage and reforestation.

AUDIENCE—
Adults 25-54, Interest in Sustainability, Smart Tech, and EVs

CAMPAIGN GOALS—
Increase Brand Awareness, Solidify Environmental Commitment, Video Completion Rate

AD FORMAT—
Video

CREATIVE TYPE—
Enhanced Video