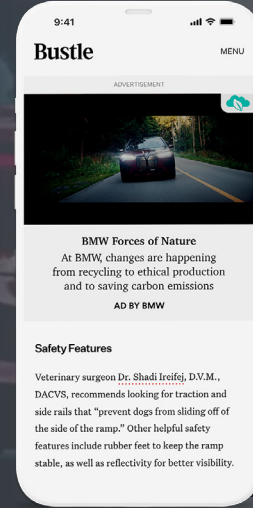


How BMW Increased Brand Metrics While Delivering A Carbon-Neutral Campaign with Sharethrough GreenPMPs™

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



685K Grams of Carbon Compensated

82% VCR

86% Believe BMW Cares About Environment

[View live demo →](#)

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 overachieving 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**.

Audience—

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

Campaign Goals—

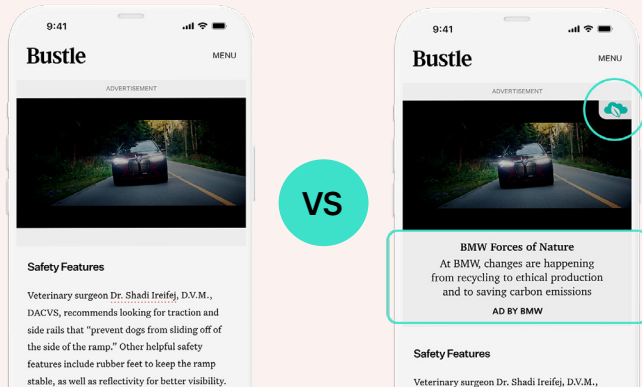
Increase Brand Awareness, Solidify Environmental Commitment, Video Completion Rate

Ad Format—

Video

Creative Type—

Enhanced Video



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.

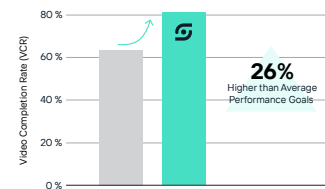
Results

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.

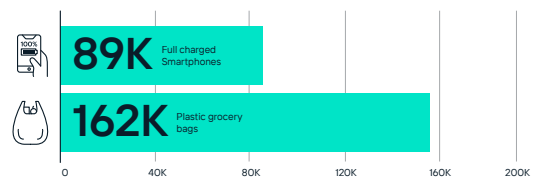
The results revealed that partnering with Sharethrough and using Enhanced Video allowed BMW to reach a **82% video completion rate** (overachieving their benchmarks by a whopping 26%). Additionally, a consumer survey following the Forces of Nature campaign resulted in **86% of viewers** saying they believe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

VCR Outperforms with Sharethrough Enhanced Video



685K Grams of CO2 Compensated with GreenPMPs™



Top 3

Exchange for Scale & Directness

125B+

Daily Display, Video & Native Impression Requests

Ads.txt (incl. in-app)
Sellers.json

Safe & Trusted Exchange;
Compliant With All Industry Auditing Initiatives

iab. TAG

IAB Tech Lab Council & TAG Registered Member

GDPR & CCPA

In-Line With CCPA & GDPR