

## Spotlight on BMW Motorrad at the Spotlight awards

While BMW motorcycles have been collecting the accolades and making a 'clean sweep' at the recent Motorrad magazine awards in Dortmund, the company's communication agency, Serviceplan has also been collecting a few awards of its own at the Spotlight international advertising film festival, which took place over the first weekend in March in Mannheim, Germany.

Spotlight brings together the best talent in the German media and creative scenes to celebrate the outstanding work produced in various industry segments, including television and cinema commercials, video clips, and various web and mobile phone 'virals', usually produced for distribution via the Internet and various social networking websites.



Serviceplan won Gold in the Visions category for its Ruben Xaus video, as well as Bronze in the 'No Limits' and 'Public's Choice' categories for the same film; and Bronze in the 'Web and Mobile' category for its "Dinner for RR" clip. All the BMW films were shown at the awards ceremony, but have also had considerable exposure online.

A jury, consisting of a panel of industry professionals from advertising agencies, film production companies, movie academies and the press always meets in advance to review and decide on their choice of award winners. To add an extra level of interest to the annual Spotlight awards, a public live vote is carried out during the evening event by around 500 spectators, all of whom are equipped with a digital voting unit to rate their best selection directly from the award ceremony show.

Serviceplan's executive creative director Matthias Harbeck was unable to collect these prestigious awards in person, as he was forced to stay in bed at home after catching pneumonia. However, Helmut Hartl, the managing director of Embassy of Dreams (the production company that made the Ruben Xaus film) was able to collect the awards on Matthias' behalf.



Serviceplan's Markus Koch has been involved with BMW Motorrad's Welcome to Planet Power campaign since its inception and is delighted with the reaction to the films – especially the 'dinner for RR' clip on the Net, which is a reinterpretation of the classic 'old tablecloth' magic trick. The clip received more than

1.1 million clicks in less than a week after it was launched on BMW.TV/com and has since gone on to become the most successful BMW film on You Tube ever, with more than two million viewers to date.

“It’s fantastic to work for products that are so emotional, such as BMW bikes,” he said. “On one hand we enjoy celebrating ‘classic’ motorbike images, but on the other hand we’re trying to reinvent them completely. The most emotional and extreme example has been our Planet Power campaign for the new S 1000 RR, which we still feel has many different interpretations. We’re delighted that the ‘dinner for RR’ has got people talking.”



If you still haven’t seen the ‘dinner with RR’ clip, then to view it, please click <http://www.youtube.com/watch?v=-cM9S2AzU28>. To see Ruben Xaus talk about what motorcycling means to him, visit [www.bmw.tv](http://www.bmw.tv)