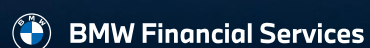


BMW

gravity
GLOBAL



Welcome BMW Group



A hand in a white sleeve points its index finger towards a digital screen. The screen displays a grid of data points or code, with some points highlighted in red. The background is dark with out-of-focus blue and red lights, creating a bokeh effect.

Gravity Global

Partnering With Clients To Get Them Future Ready

In the Room Today



Chris Omotosho
Chief Client Officer

Renata Florio
Global Chief
Creative Officer



Josh Okun
Chief Innovation and
Digital Experience Officer



Tom Golland
Global Brand Strategy
Lead



Paul Anderson
Executive Creative
Director



Lou Roberts
SVP Activation



Steve Cheliotis
Global Brand Insight
Director



Victoria Speed
Project Management



Rachel Pieterston
Social Media



Jay McLelland-Player
Associate Director



Sean Williams
Digital Client Services
Director

Gravity, the Agency

Digital native, fully integrated

The world's most awarded digital agency.

400+ people, 40 markets

Global coverage, 24-7 service.

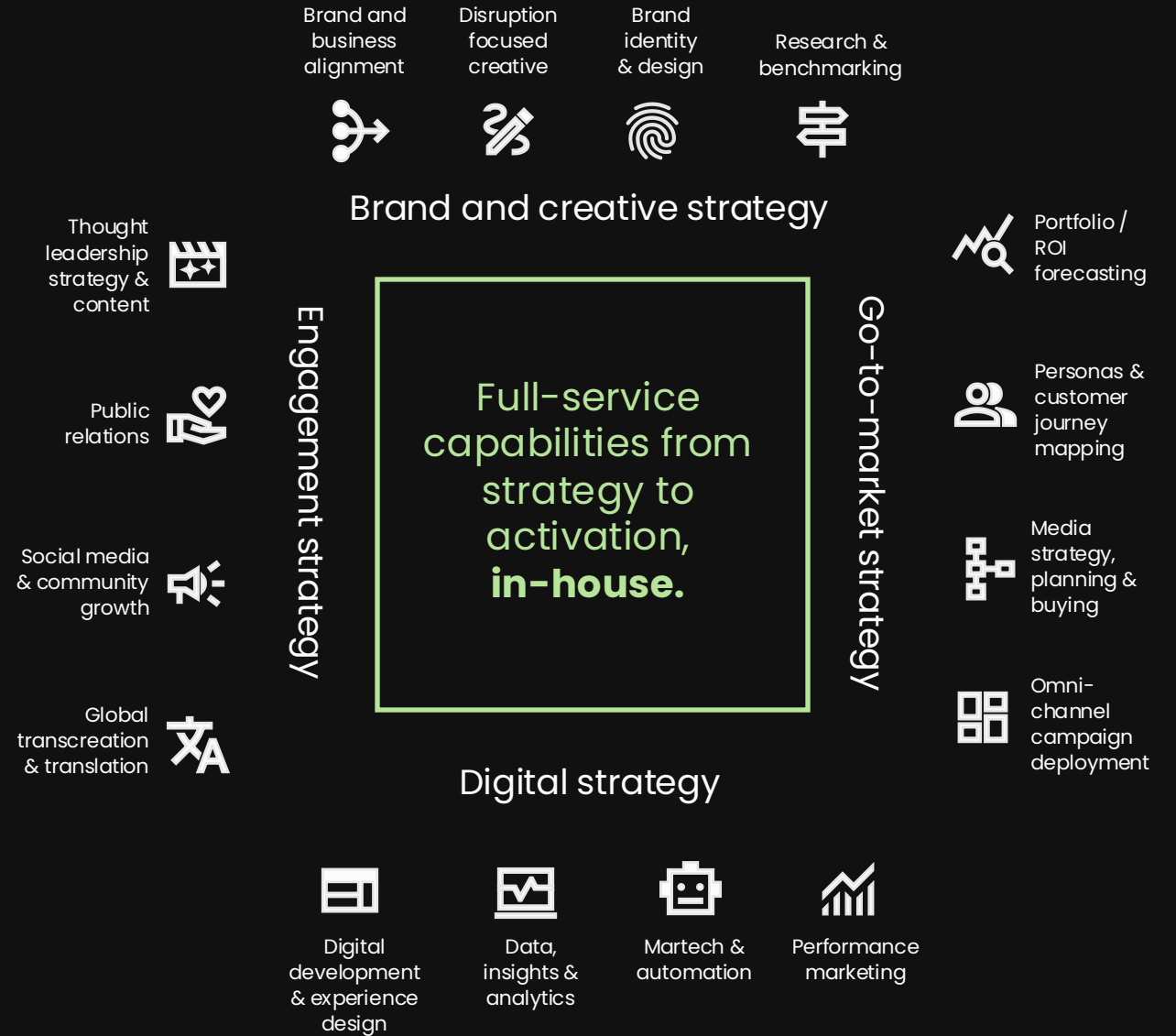
B2B & B2C

We bridge B2B and B2C via our specialism in 'complex markets'.

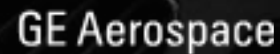
Future-Ready

We help clients in transformative sectors navigate and prepare for the future.

Fully Integrated, With Digital At Our Core



40+ Years of Experience in Mobility



Deep Platform Expertise

CMS



CRM



Commerce



Hosting



Data & Analytics



ARTIFICIAL INTELLIGENCE

Defy

A person is riding a motorized bicycle on a sandy beach at sunset. A large, bright flame is coming out of the exhaust pipe, illuminating the scene. The background shows a calm sea and distant mountains under a colorful sky.

A low-angle shot of a rocket launch. The rocket is white and dominates the left side of the frame. A massive, bright orange and yellow plume of fire and smoke billows from the base, filling the right side and bottom of the image. The background is a clear, deep blue sky. The text "Defiance is the route to the the world's most valuable commodity..." is overlaid in a light green, sans-serif font in the center.

Defiance is the route to the the world's
most valuable commodity...

Attention.



**BMW
MOTORRAD**



BMW Financial Services



BMW AOS





How the World Sees Attention

Attention & Marketing



Just Any Attention? No!

From an audience
perspective:

Positive
Relevant
Engaging

From a marketing
performance perspective:

Amplified
Sustained

F.A.B. Framework

Fame

Creates stand-out attention
that endures front of mind

What is the brand famous for?



Admiration

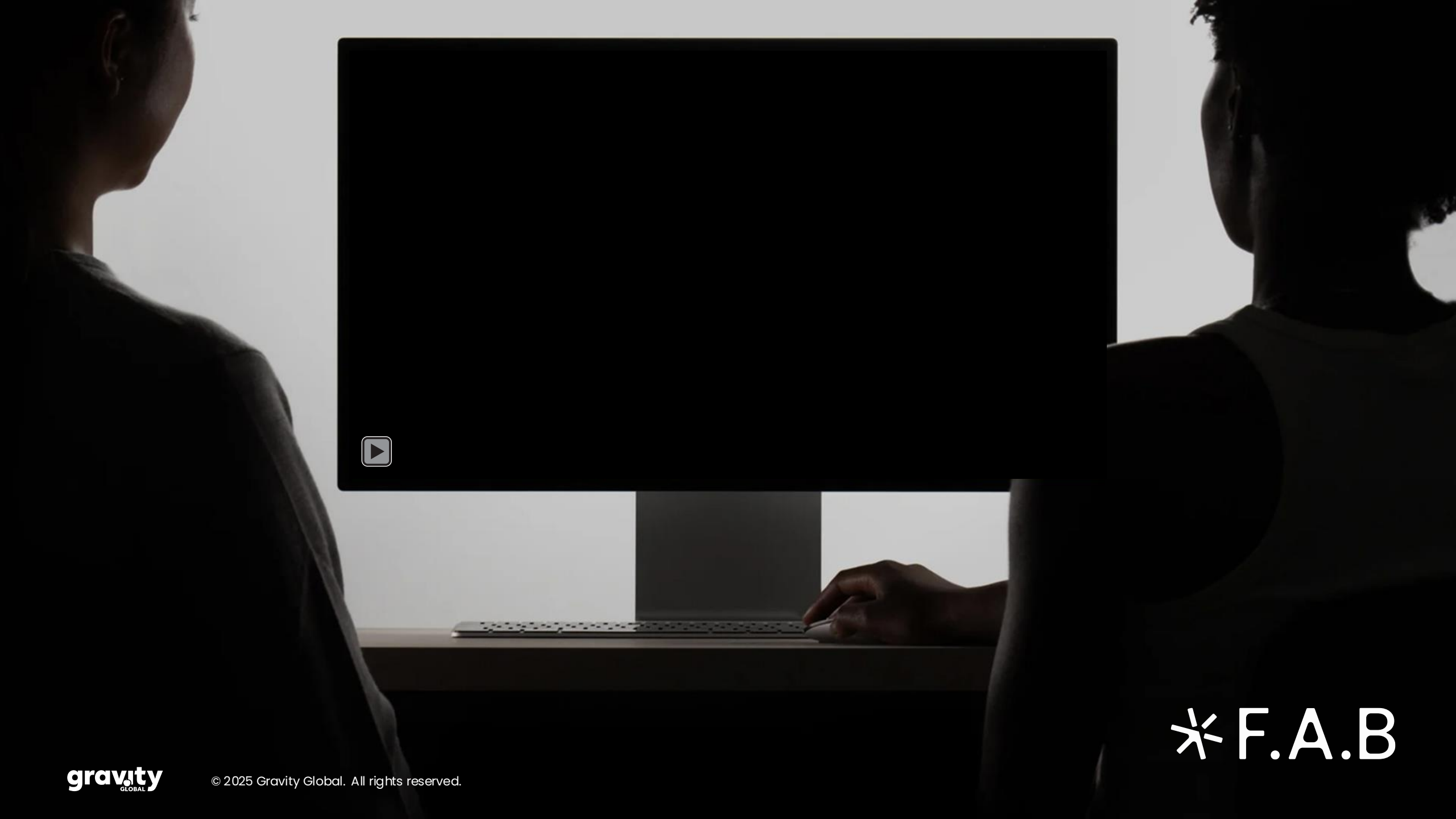
Drives people back to the brand,
maintaining attention &
relevance between buying
moments, creating 'sticky'
engagement

What is the brand admired for?

Belief

Clarity in the value being
bought – driving consideration,
preference, advocacy

What is the value people
believe they are buying?



Embraer: Results

Case study: Embraer

Fame

+1073%

Highest regional growth in Fame



Admiration

+93%

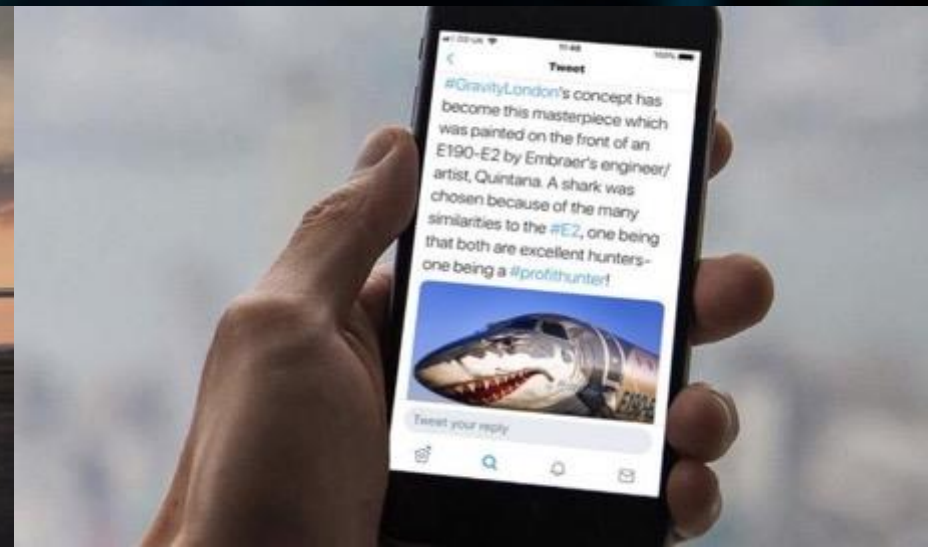
Positive net sentiment for E-jets—outperforming Airbus and Boeing.

LinkedIn called this “The world’s most successful B2B campaign ever”.

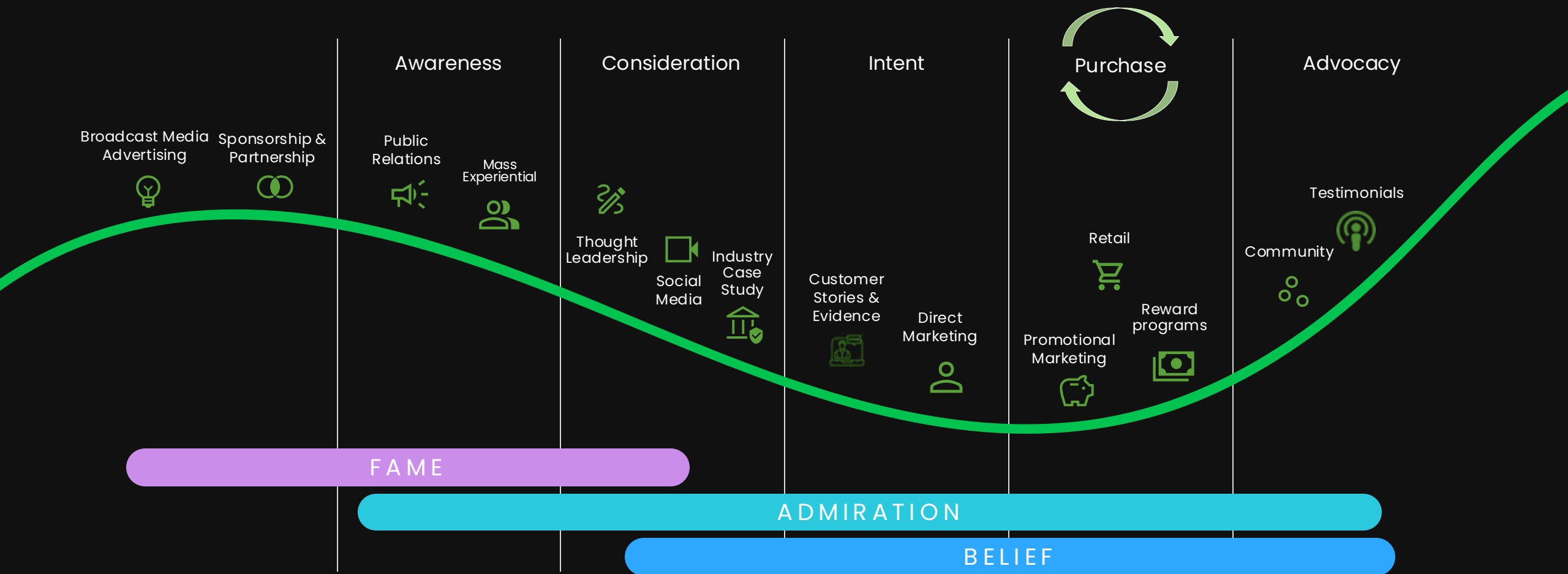
Belief

\$15.3bn

\$15.3bn in orders. Now called ‘The Profit Hunter’, the world’s most efficient single aisle aircraft.



Connected Experiences



Audience-first Approach to Digital Experience

Strategy



Digital Experience

Audience Research

Understand the thoughts, feelings and experience of audiences throughout their customer journey.



Personas

Use audience research to create unique personas, their needs and pain points.



Journey Mapping

Map each persona experience and detail key learnings during each phase of their journey. Identify key content needs.



Content Mapping

Map broader journey needs into website-specific needs across the journey.



IA & Wireframes

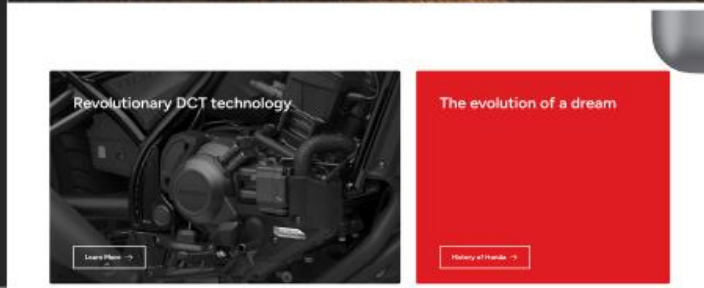
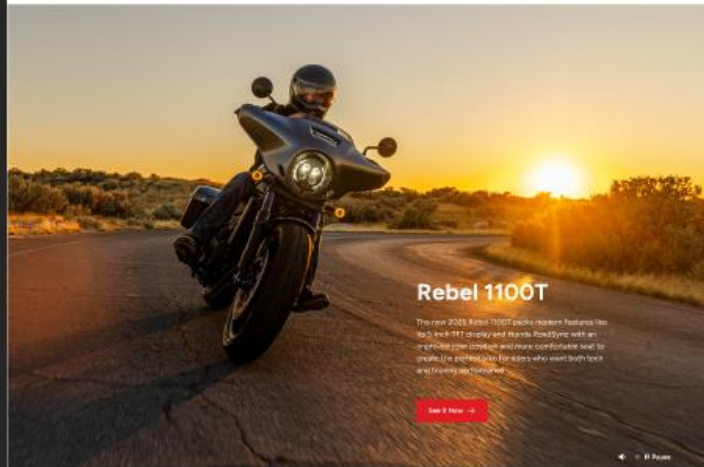
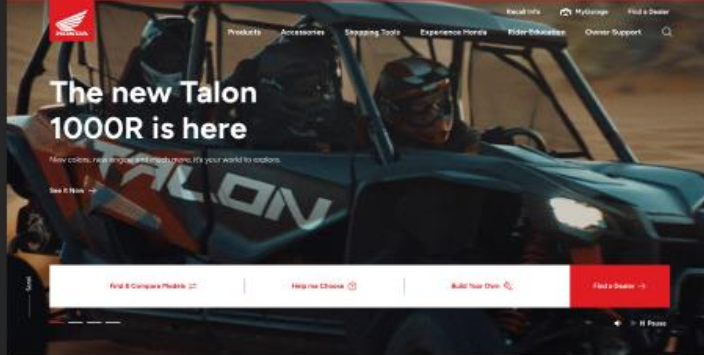
Translate those needs into an IA and navigation structure and on-page content structure and functionality.

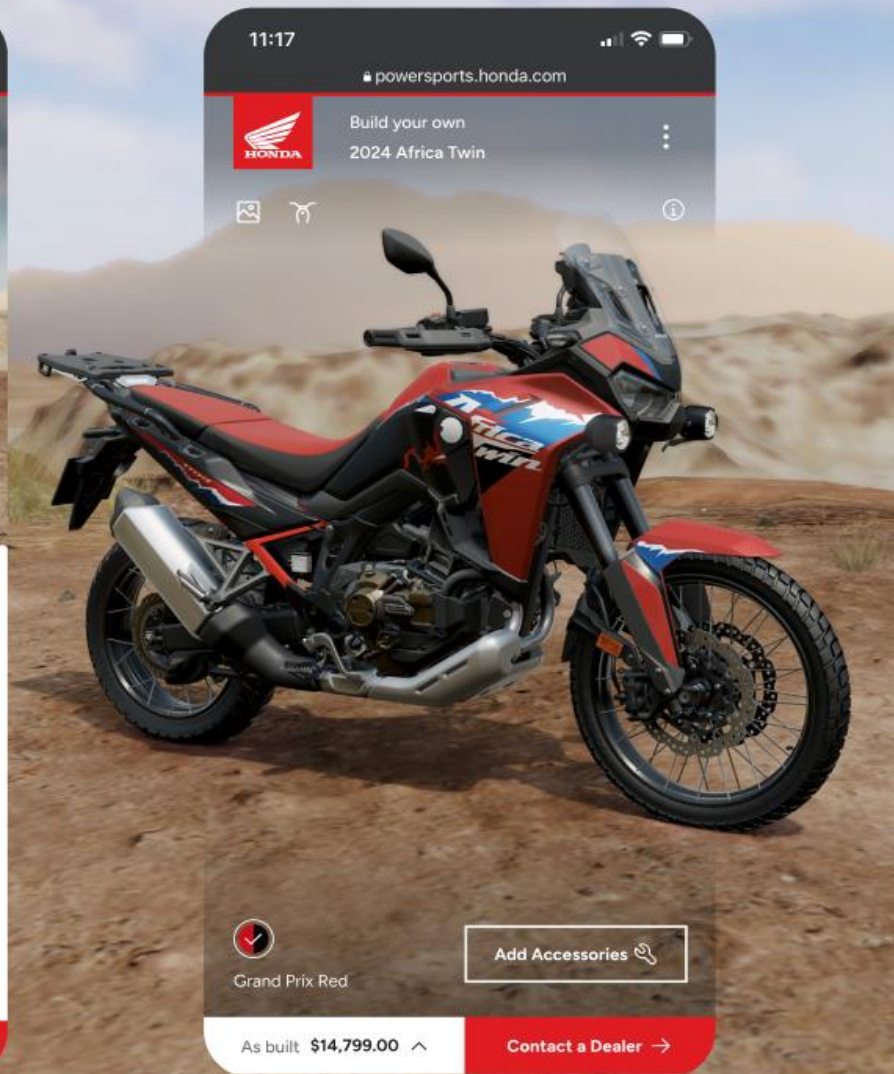
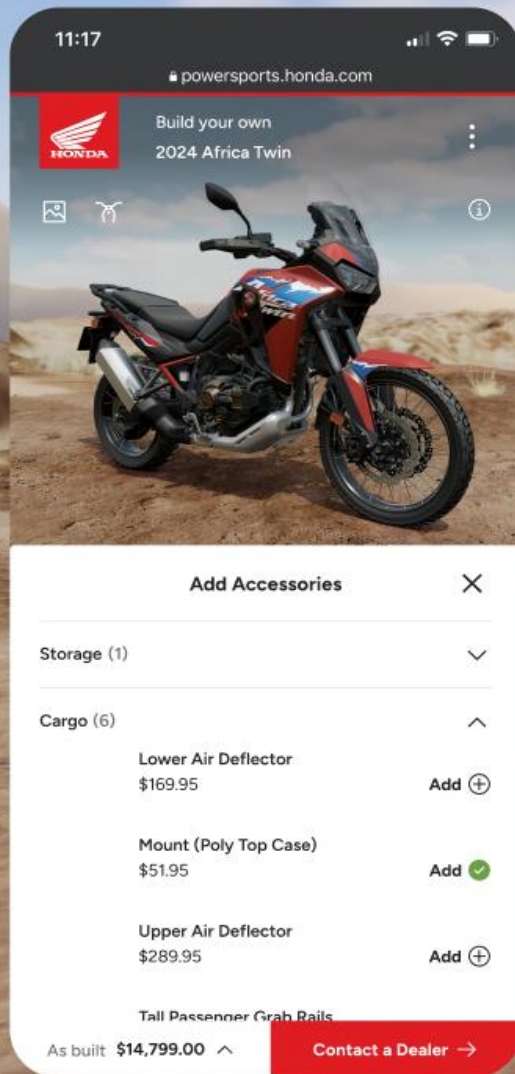


Visual Design

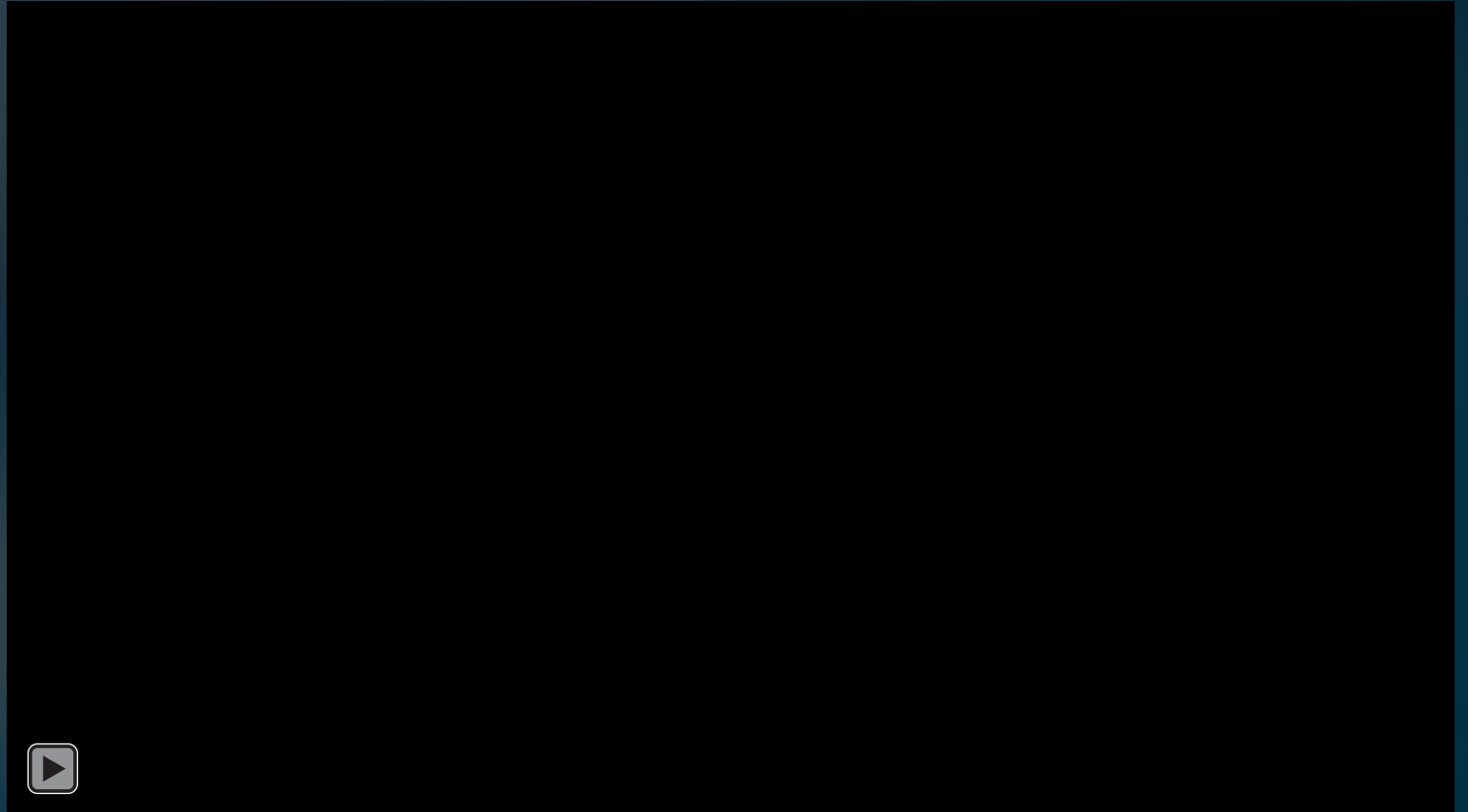
Apply a visual design that expresses the brand messaging, look and feel to create an audience-centered DX







How Do You Create Excitement For a Vehicle Before Someone Can Sit In It?

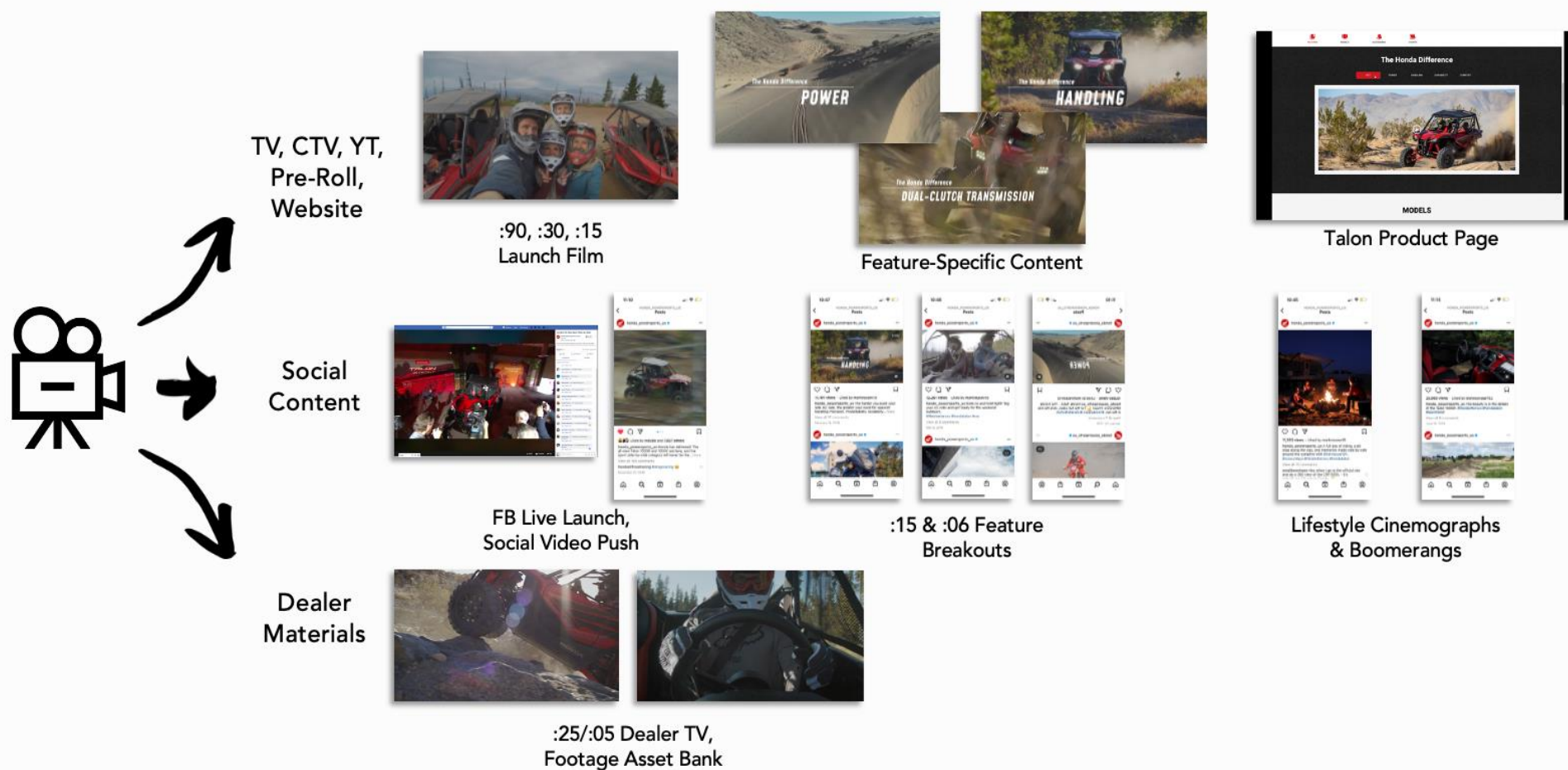




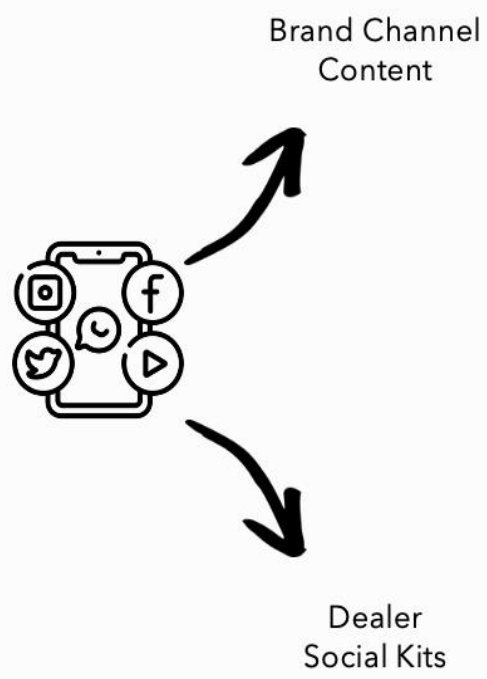
Content production



Content production



Content production



Brand Channel Content

Social Tease

Social Launch

Kit 1: Tease

Kit 2: Launch

Kit 3: Sustaining

Stability Through Corners

Fast sweepers and sharp cornering alike, with moments of blowing out the berm and quick corner exits.

@mx118racer 8 months ago

I need to get some fpv drone gigs like this in Australia. The camera angles are great

👍

💬

Reply

Suspension & Handling

Our riders will take on the rhythm section at speed, demonstrating the bikes’ excellent handling and feedback.

Low & Midrange Torque

We'll square up on jumps of all ups and tabletops - and give the whips.

"FULL PIN" ~:90

Open on tights of our four riders strap their jerseys in, grabbing their helmet straightening their goggles. Over it all and ribbing.

SUPER: HONDA PRESENTS
A CRF FILM

Cut to our four riders are all geared up, stepping into position behind the gate.

Match cut to them all on their bikes, shifting in their seats. Jump cut to them leaning forward, fully revved.

SUPER: FULL PIN

The gate drops. And the fun is on.

What follows is high-energy action and good times, with each rider putting the new CRFs through their paces. We'll lean into the freeride layout of the track, picking off key track features to demonstrate the new bikes' engineering updates.

LIFESTYLE

TRACK

Authentic, candid moments of rider interactions on the track, in-between laps, and gearing up to ride (putting on helmet, lowering goggles, gripping throttle, boot on foot peg). Lifestyle should have a raw, in-the-moment feel. Consider shots of riders talking in foreground, watching rider action in background, moments of riders watching each other throw whips, and genuine ribbing between riders, giving the impression of a great day at the track with friends.

A CRF FILM

EPISODE 001
FULL PIN

Challenging Conditions

The new bikes are designed to offer stability in all conditions. We won't shy away from rutted corners or softer, sand-like sections, emulating the types of conditions you'd find on a SX or MX track.

Updated Design

These bikes look great, and the new design will be further enhanced by riding with style.

Dream Track Day

There's nothing like having the track all to yourself with a few friends. Natural lifestyle moments find riders watching their buds ride, chatting off to the side, and generally laughing and whooping it up.

j

@jakeshuster6783 7 months ago

hondas will always be cool.

👍 8

💬

Reply

🐅

@daledillahunty6575 7 months ago

2020 CRF450RX was the best bike I've ever had 🤩

👍 4

💬

Reply

i

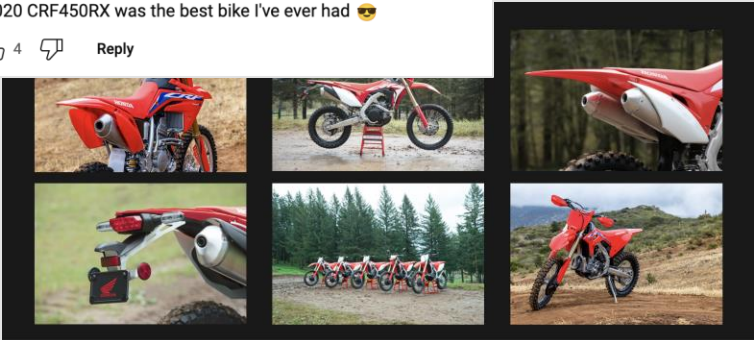
@izzi0644 7 months ago

Reminds me of the old supercross movie

👍

💬

Reply



PRODUCT BEAUTY
Beauty shot coverage should include a mix of 3/4, side, front, rear, CU, and macro shots highlighting specified features. Bikes in beauty shots must be cleaned first, and have adequate lighting provided by a bounce, ideally, or be framed individually, and as a family, positioned on the provided stands.

Detail Shotlist

Shot list - CRF450R/250R

1	CRF450R/250R	Front view, clean, no rider
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62	CRF450RX/250RX	Close-up of front fork
63	CRF450RX/250RX	Close-up of front brake
64	CRF450RX/250RX	Close-up of front fairing
65	CRF450RX/250RX	Close-up of front headlight
66	CRF450RX/250RX	Close-up of front mirror
67	CRF450RX/250RX	Close-up of front fender
68	CRF450RX/250RX	Close-up of front wheel
69	CRF450RX/250RX	Close-up of front fork
70	CRF450RX/250RX	Close-up of front brake
71	CRF450RX/250RX	Close-up of front fairing
72	CRF450RX/250RX	Close-up of front headlight
73	CRF450RX/250RX	Close-up of front mirror

Honda: Results

Case study: Honda

Fame

+16%

increase in market share for the previous five years that outperformed competitors, even during turbulent times.

Admiration

+88%

of Honda Goldwing buyers had previously owned a Honda. More than 38% of owners cite perceived brand quality and performance as a primary reason why.

Belief

+42%

increase in sales YoY. The past two years has resulted in a model sellout for $\frac{3}{4}$ of their product line.



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Empowering Retailers

Approach to drive performance at Scale & Speed

Know what matters,
Build what works

Needs-First Strategy
*Essentials, Quick Wins,
Innovations*

Innovate through Insight
Interviews, Trends, Peers

Creative Problem Solving
Impact vs Complexity

Compliant & Consistent
With ability to flex

Tools they want,
Support they need

Consolidate & Centralise
DAMs, Portals, Tools

Connected & Integrated
Marketing >> CRM, DMS, ERP

Balance Modular vs Bespoke
Let's not reinvent the wheel

Enablement & Training
Toolkits, Onboarding, Automation

Don't just track,
Constant Tuning

Test & Learn
Geos, Messaging, Channels

Feedback Loops
Reviews, Analysis, Trends

**Pre / Post Campaign
Analysis**
Shift from Diagnose > Predictive

Acceleration Lab
Dedicated Innovation Team

Layers of Performance Data

Shifting from Descriptive to Prescriptive

Corporate & BUs

Dashboards
Investment to Revenue (ROMI)

Modeling
MMM, MTA & Scenario's

Connected & Integrated
Channels & Platforms

Reducing Legacy at every
level
Consolidation, Enrichment

Field & Regional

Regional Scorecards
Dashboards, Heatmaps

Funnel Analysis
Geo, Product, Price, Promotion

Media Analysis
ROI & Spend Efficiencies

Dealer Adoption
*Usage & Adoption of Tools /
Assets*

Retail & Dealers

Campaign Analysis
Engagement, Performance

Optimisation Support
Proactive & Managed

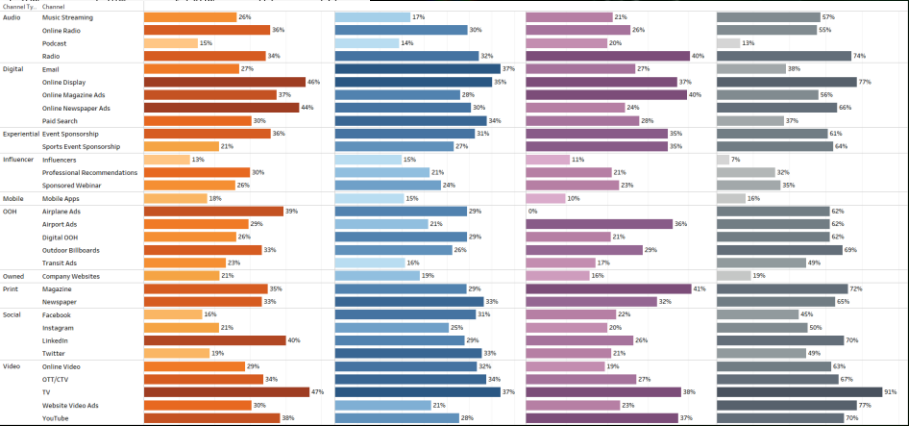
Dealer Community
Best Practice, Tips & Feedback

Benchmarking
*Visibility on relative performance
(limited view)*

Planning

C-Suite Audience Companies >100 Employees					
DMA	Pct US	Pct Target	Cume	Index	Quintile
Los Angeles	5.75%	6.25%	6.25%	109	Q1
New York	6.60%	5.91%	12.16%	89	Q1
Atlanta	2.20%	4.49%	16.65%	204	Q1
Dallas-Ft. Worth	2.49%	3.13%	19.78%	126	Q1
Houston	2.22%	3.08%	22.86%	139	Q2
Chicago	2.94%	3.00%	25.86%	102	Q2
Boston	2.11%	2.71%	28.57%	128	Q2
Washington, DC	2.18%	2.55%	31.12%	117	Q2
St. Louis	0.97%	2.36%	33.48%	242	Q2
Phoenix	1.73%	1.98%	35.46%	115	Q2
Minneapolis-St. Paul	1.49%	1.84%	37.30%	123	Q2
Cincinnati	0.73%	1.70%	39.00%	232	Q2
Raleigh-Durham	1.00%	1.68%	40.68%	167	Q2
Philadelphia	2.51%	1.58%	42.26%	63	Q3
Detroit	1.51%	1.57%	43.83%	104	Q3
San Francisco-Oak-San Jose	2.35%	1.46%	45.29%	62	Q3
Baltimore	0.93%	1.43%	46.72%	153	Q3
San Diego	1.03%	1.42%	48.14%	138	Q3
Miami-Ft. Lauderdale	1.49%	1.38%	49.52%	93	Q3
Tampa-St. Pete-Sarasota	1.64%	1.32%	50.84%	81	Q3
Orlando-Daytona Bch-Melbrn	1.42%	1.28%	52.12%	90	Q3
Sacramento-Stkton-Modesto					
Nashville					
Portland, OR					
Austin					
Seattle-Tacoma					
Pittsburgh					
Cleveland-Akron					
Indianapolis					

Geographic Analysis

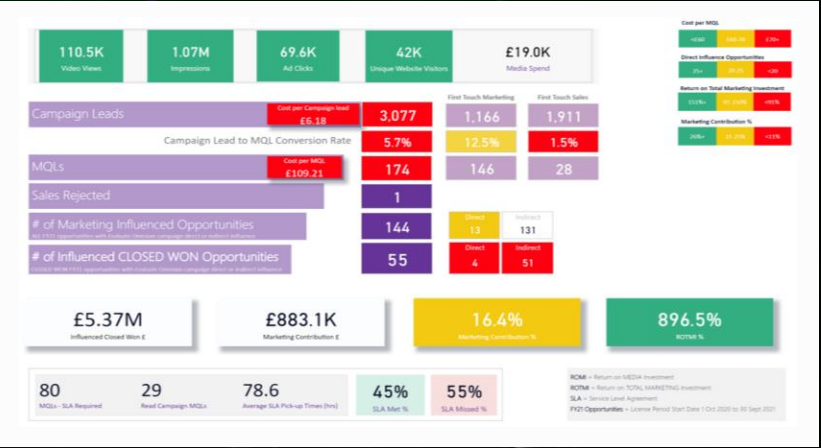


Channel Analysis

PCA & ROI



Scenario Models



ROMI (MTA)

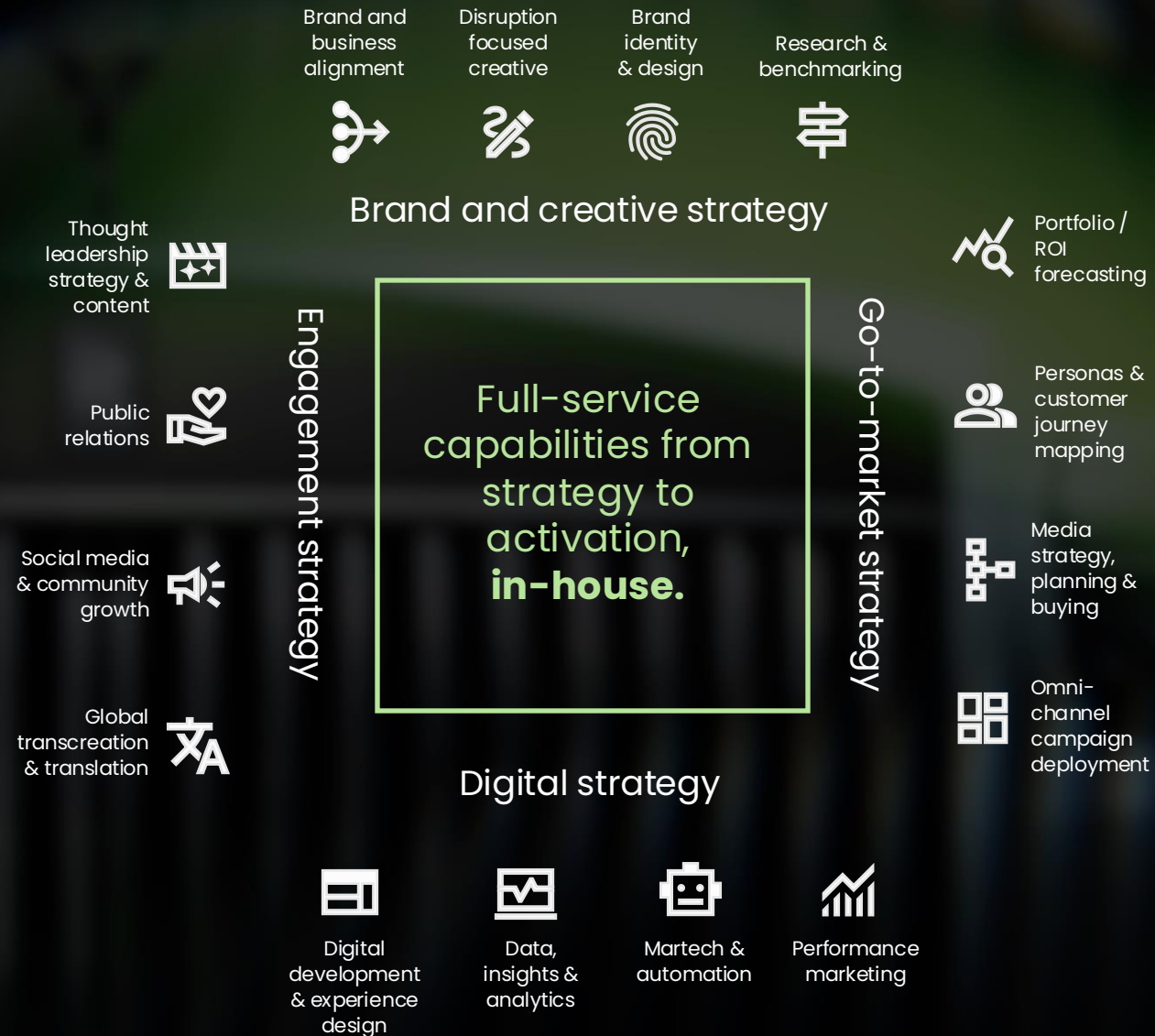


What it's Like to Work With Us



Delivery is Everything.

Built to Make It Happen



Our Values

WE ARE FEARLESS

WE ARE INGENIOUS

WE ARE
COLLABORATIVE

WE ARE CURIOUS

WE ARE DIVERSE

WE ENJOY LIFE

What “Make It Happen” Looks Like

PROACTIVITY

RELIABILITY

EMBEDDED IN YOUR
ORGANISATION

CONSTRUCTIVE
CHALLENGER

SHARED OWNERSHIP

CENTRE OF
ATTENTION

A close-up, high-angle shot of the front left corner of a bright red car. The focus is on the headlight, which has a distinctive white LED ring. Below the headlight, a black section of the front grille features a yellow 'S' badge. The car's bodywork is highly reflective, showing highlights and shadows that emphasize its curves.

Why Choose Us?

Why We're The Right Choice

- Capture more attention at every stage of the funnel
- DEFY – break from the status quo
- Momentum from day one
- Deep automotive expertise – and beyond
- Seamless digital delivery meets strategic transformation

gracias

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merci

Cảm ơn

Thank you

Danke

gravity



U: BMW
P: BMWgroup2025