



BMW REVS UP SOUTHERN CALIFORNIA WITH CARUSO

PARTNERSHIP:

When BMW wanted to rev up its presence in Southern California, it set its navigation on Caruso properties.

EVENT DETAILS:

For six months, the brand executed various levels of experiential activations and sponsorships at The Grove, The Americana at Brand, The Promenade at Westlake and The Commons at Calabasas.

An alluring pop-up experience and exhibit featured on the lawn at The Americana at Brand and The Grove highlighted the state-of-the-art designs and technology that make BMW a uniquely desired and desirable premium automotive brand.

From the innovative i-Brand series on display to the exhilarating Bang & Olufsen sound experience, the informative and inspiring space was unexpected but welcoming. Touch screens, high-definition displays, lush soundscapes and sophisticated architectural cues created an environment of uncompromising attention to detail and commitment to luxury appointments.

To complement the pop-up, the brand also sponsored the spectacular Christmas tree lighting shows at The Grove, The Americana at Brand and The Promenade at Westlake. The shows, featuring talent including Seth MacFarlane, Katharine McPhee, Meghan Trainor and a dozen fan favorites from So You Think You Can Dance, garnered more than a billion consumer media (traditional and social) impressions.

Caruso