

Westfield London Opening Showcases New BMW 7-Series

For the opening ceremony of the new Westfield London shopping centre on 30 October, BMW provided a fleet of its new 7-series cars to chauffeur VIPs to the event. The fifth-generation model will be launched on 15 November, which meant that guests were among the first customer targets to receive an advance preview of the car.

Visitors to the centre were also given a glimpse of one of the new cars, which is being displayed on a plinth in a glass case within sight of The Village - Westfield's luxury boutique area. The location offers a prime showcase for the car to shoppers visiting Prada, Versace, Gucci and Louis Vuitton, among 40 high-end fashion brands. The installation will be in place until the end of November.

To further excite interest in the new car, seven giant number sevens have been suspended from Westfield's roof.

BMW is the first luxury brand other than the traditional retail outlets to be using the new centre as a live marketing environment.

Said BMW Events Manager Amanda Jones: "Westfield London represents a superb environment for the installation. Not only is the car surrounded by premium brand partners, but Westfield offers a range of enhanced visitor services that BMW customers are likely to appreciate."

The idea to align the new car with Westfield London came from experiential agency TRO, whose collaboration with BMW has historically included the design and build of hospitality units and feature areas at Wentworth's BMW PGA Championship.

Said TRO Account Manager Emma O'Leary: "We looked at siting the 7-series at Westfield after seeing plans of the centre and its proposals for the opening ceremony. The brand alignment, the media interest and The Village's customer profile seemed to offer the perfect opportunity. Our hunch paid off, and in the first two days of the centre's opening alone we received 30 strong leads from customer prospects."

The opening ceremony of Westfield London – Europe's largest in-town shopping and leisure destination - took place on 30 October and included a ribbon-cutting ceremony by Mayor of London Boris Johnson and a live set from X Factor winner Leona Lewis.