

# BMW MOTORRAD OPENING

## CHALLENGE

BMW was launching Estonia's first concept motorcycle store, needing to transform it from a traditional opening into a community-focused event. The goal was to attract 200 motorcycle enthusiasts, showcase the new store concept, introduce them to the motorcycles and equipment.



## HOW TO MAKE LIFE A RIDE?

Instead of ribbon cutting we went with "ride or die" attitude and did a spectacular entrance featuring stunt rider Keity Meier who rode through open doors to the venue and jumped in the middle of the crowd. It got people roaring!

Celebrity host Reimo Sagor (from BMW's international commercial) arrived on motorcycle.

Live rock performance by Laura Prits and Ziggy Wild got the venue heated up.

Interactive storytelling session where riders shared their memorable experiences

Pop-up tattoo station offering BMW motorcycle-inspired designs so you would remember the opening for the rest of your life.

From BMW people to the community - we put the BMW staff members into the spotlight by introducing the equipment as a fashion show and using them as models.

Pub-style food and beverages to make everyone feel like home.

## RESULTS

Exceeded attendance target by 17.5% (235 vs 200 planned guests).

12 permanent brand ambassadors created through tattoo activation.



Successfully established the venue as a new community hub for motorcycle enthusiasts. From now on it is the favourite location for the community where to gather.

Total budget for the event 19 000 € + VAT. If you have a great client and good concept then everything is possible.

