

EMPOWERING BRANDS THROUGH CULTURAL IMPACT

BMW
DIGITAL

A BLACK MENSWEAR AGENCY

(ABOUT) BMW Digital

We are a cultural impact agency that leverages the power of visual storytelling, innovative campaigns, and community-driven initiatives to redefine perceptions and amplify voices.



A BLACK MENSWEAR AGENCY

Strategy | Experiential | Content Development | Influencer Practice

FOR BRANDS ON A MISSION →

**Diverse
Influencer
Solutions**



**Experiential
Executions**



**Content
Development**



**Performance
Analytics**



**Cultural
Strategy**



**Top Of
Funnel
Marketing
Solutions**

BMW Digital

OUR PHILOSOPHY



CORE PRINCIPLES

To think differently, we need to be different. Diversity of backgrounds and beliefs powers creativity and drives progress.

Progress Over Perfection

Embrace the ongoing journey of social good to ensure sustainable impact.

Impact > Influence

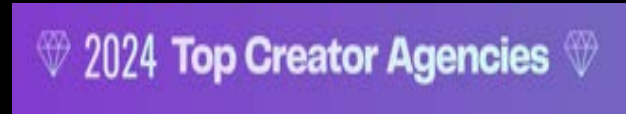
Prioritize meaningful connections over fleeting attention.

Progress Over Perfection

Embrace the ongoing journey of social good to ensure sustainable impact.



BEACONS

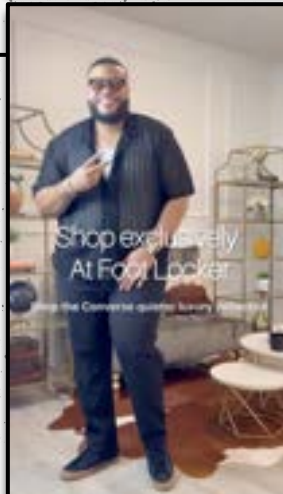


CULTURE CONNECTIVITY IN ACTION

BMW Digital specializes in understanding and authentically engaging Black and Afro Latino audiences. We create campaigns that resonate because they are built on cultural insights and genuine connections.

Our Unique Processes:

- Research and insights into cultural nuances.
- Adapting products or services to local preferences.
- Collaborating with allies and organizations for diverse perspectives.
- Trust-building through authenticity and relevance.



CASE STUDIES

2025 CAPABILITIES STRATEGIC PLANNING TAILORED TOWARDS YOUR GOALS

WE DON'T JUST DELIVER CAMPAIGNS—**WE CREATE MOVEMENTS.**

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INFINITI.

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CULTURAL STRATEGY

"CONQUER LIFE IN STYLE" - LUXURY SHOULD BE LIVED IN

OBJECTIVE

ENHANCE BRAND AWARENESS FOR INFINITI AND THE QX60 AMONG MULTICULTURAL FIRST-TIME BUYERS BY PUSHING AUDIENCES TO INFINITI OWNED AND OPERATED CHANNELS

OUTCOME

IDENTIFIED FIVE DIFFERENT CULTURAL SHIFTERS FROM THE FASHION, ART AND MEDIA REALMS WHO REPRESENTED THE ESSENCE OF "LUXURY SHOULD BE LIVED IN" TO REPRESENT THE BRAND AND TELL THE STORY OF HOW THEY CONQUER LIFE IN STYLE VIA THE QX60

RESULTS

10.5 MILLION IMPRESSIONS
31% CTR



A BMW NATIONWIDE CELEBRATION

360 SOLUTIONS

2024 Brown-Forman Multicultural Program of the Year 🏆

SPIRITED SOIREE: A JOURNEY TO THE KENTUCKY DERBY

Objective: To elevate Woodford Reserve's association with the Kentucky Derby and connect with diverse, style-conscious audience

Impact: Positioned Woodford Reserve as the premier super-premium Kentucky Bourbon, deeply connected to African American and Latino cultures.

Primary Objective: Drive consumer interactions with Woodford Reserve's product assortment, enhancing brand affinity among upwardly mobile African American and Latino audiences.

Activation Locations: Los Angeles, Oakland, Dallas, Charlotte

Campaign Highlights:

- Guests: 700+ across all locations
- Focus: Celebrating the 150th anniversary of the Kentucky Derby with a focus on inclusivity, craftsmanship, and cultural appreciation.
- Activities: Nationwide celebration through exclusive events, artistic collaborations, and a focus on heritage and style.
- Experience: Merging Kentucky Derby elegance with Black Menswear's signature style through fashion and mixology, creating unique and engaging experiences.



CASE STUDY

KENTUCKY DERBY RESULTS



6

Press Interviews
One National Spot
Five Local Spots



10%

of ALL WR brand
mentions during
campaign flight
accounted for

75+

Influencers in
attendance across
all programs



100%

Campaign net
positive sentiment

498

Total RSVPs to 4
invite only
in-market events



28.3m

Potential Impressions*



*Total social media, doesn't include press media placements

Highlights:

- “This is the type of event that normally happens on the other side of the Bay. It was great to see this Black Excellence happen here in Oakland.”
- **Kumasi Aaron, ABC7 NEWS Bay Area Morning**
- “Great event the vibes, culture, the fashion, the experience was fantastic”
- **Ernest Dukes CEO Nottingham Agency (Black Enterprise 40 under 40)**
- “Of all the events I've hosted, I've never hosted something that ENGAGING!”
- **Lady Jade Former K104 Radio Host**

ACTIONABLE EMPATHY

"BLACK MEN LOVE" - 2024 WEBBY AWARD WINNER 🏆

IDEATION

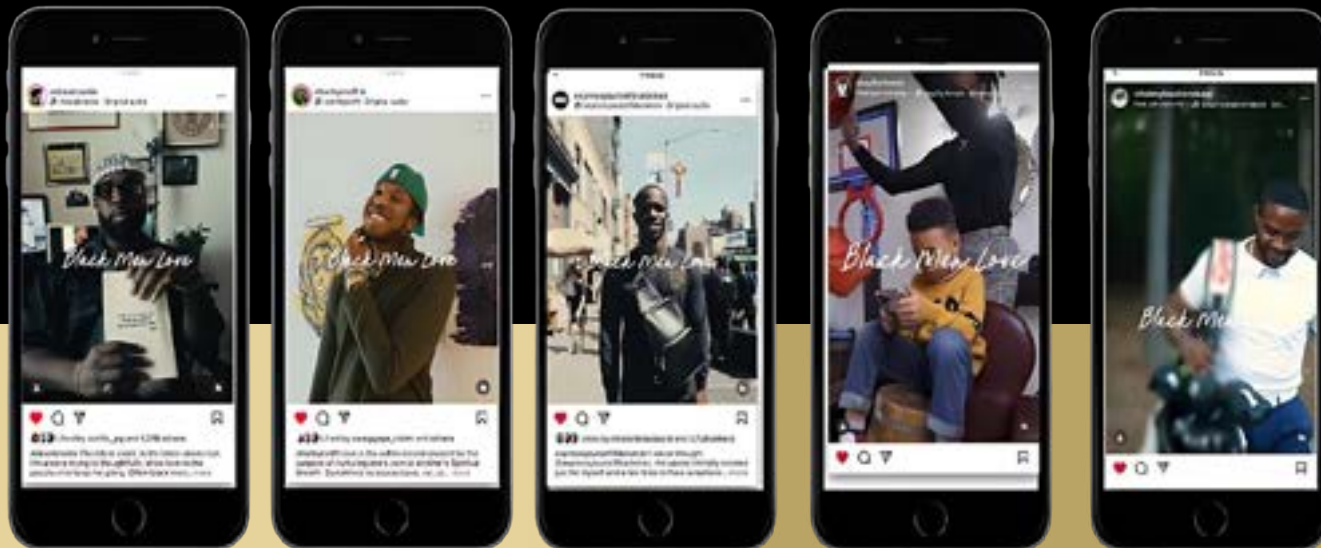
'BLACK MEN LOVE' SHOW THE DEPTH OF BLACK MEN BY ACKNOWLEDGING WHO HE IS, WHERE HE IS, AND CELEBRATING WHERE HE'S GOING.

STRATEGY

DEVELOPED 4 CULTURAL TOUCH POINTS INCLUDING A TWO PART INFLUENCER CAMPAIGN AND TWO EXPERIENTIAL ACTIVATIONS. LEVERAGING THE POWER OF VISUAL STORYTELLING AND COMMUNITY INITIATIVES TO REDEFINE PERCEPTION AND AMPLIFY VOICES.

RESULTS

100% POSITIVE NET SENTIMENT
73% INCREASE IN UGC CONTENT DURING FLIGHT DATES
25K TOTAL ENGAGEMENTS
+68% UPTICK IN BRAND POTENTIAL IMPRESSIONS DURING THE CAMPAIGN



BRAND CENTRIC CONTENT PRODUCTION

OUR 'PRODUCTION HOUSE' CREATES COMPELLING VISUAL STORIES THAT AMPLIFY DIVERSE VOICES AND REDFINE PERCEPTIONS

INDOCHINO



INTERCONTINENTAL

“ALIGNED WITH CLIENT PASSION POINTS TO SHOWCASE HOW INDOCHINO “MADE TO MEASURE” IS MADE BY THE MEASURE OF THE MAN. INCREASING BRAND AWARENESS AND CONSUMER EMPOWERMENT

AMPLIFY **KINGSFORD'S** COMMITMENT TO CELEBRATING BARBECUE CULTURE AS PART OF THE 2021 CANNES BRONZE LIONS WINNING CAMPAIGN

ENHANCE VISIBILITY OF **IHG PROPERTIES** “WORK-CATION” CONCEPT, SHOWCASING THE WORK-LIFE BALANCE OF BLACK PROFESSIONAL TRAVELERS **100+ ROOMS SOLD IN 12 MONTHS**



INFLUENCER CAMPAIGN



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Engaging influencers who authentically represent and connect with diverse communities

THE ASK

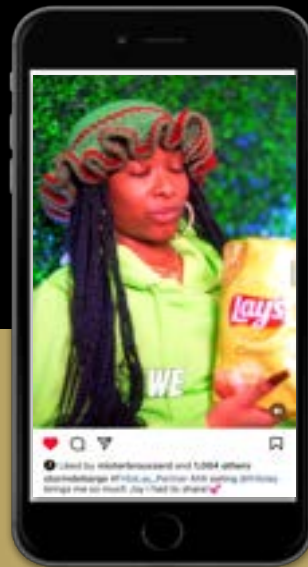
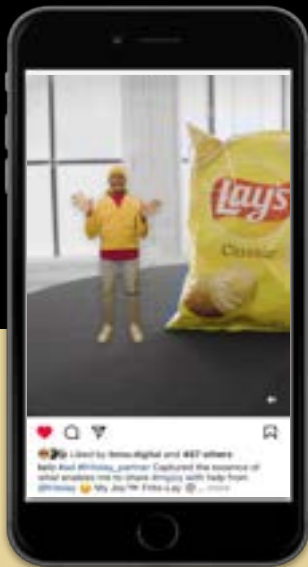
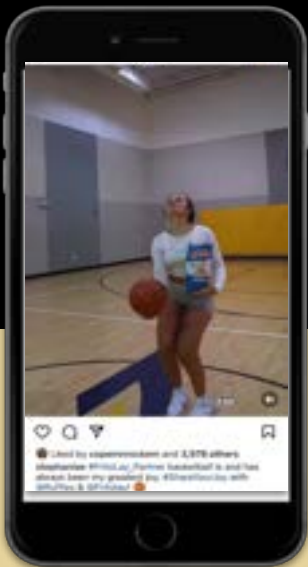
FRITO-LAY WANTED TO PARTNER WITH MULTICULTURAL CREATORS TO CELEBRATE “MY JOY” UNAPOLOGETICALLY THROUGH UNIQUE AND ORIGINAL MOMENTS

STRATEGY

BROUGHT “MY JOY” TO LIFE VIA CREATIVE CONTENT THAT MADE FRITO-LAY CONSUMERS **SMILE AND FEEL SEEN VIA AN** INTERSECTIONAL POSITION IN CONSUMERS LIVES

RESULTS

5.5 SECOND AVG WATCH TIME LONGER THAN TT STANDARD
630k + ORGANIC VIEWS
95% POSITIVE NET SENTIMENT



TESTIMONIALS

WE BELIEVE THAT **OUR SUCCESS IS MEASURED BY THE SATISFACTION AND GROWTH OF OUR CLIENTS.** WE ARE HONORED TO WORK WITH **ESTEEMED ORGANIZATIONS** AND INDIVIDUALS WHO TRUST US TO BRING THEIR VISIONS TO LIFE. THEIR WORDS OF APPRECIATION AND PRAISE MOTIVATE US TO CONTINUALLY EXCEED EXPECTATIONS AND **DELIVER EXCELLENCE IN EVERY PROJECT.**



NILES HARRIS, IHG

I'VE HAD THE PLEASURE OF WORKING WITH BLACK MENSWEAR **ON 2 OCCASIONS & EACH TIME THEY HAVE EXCEEDED MY EXPECTATIONS.** THEIR POLISH, PROFESSIONALISM, & SENSE OF QUALITY HAS MADE THEM PREFERRED PARTNERS. IT WOULD BE A PLEASURE TO COLLABORATE WITH THEM ON A FUTURE ACTIVATION.



TENNILLE COOLEY, COCA-COLA

THE WORKSHOP YOU ALL CONDUCTED WAS PHENOMENAL! **WE APPRECIATE HOW MUCH THEY CARED ABOUT THE AUDIENCE AND COMMUNITY** TO SHARE IDEAS TO GROW THEIR BUSINESSES. WE WOULD HAVE THEM BACK AGAIN AND AGAIN!



SHANIECE PYLES, UNILEVER

WORKING WITH BMW DIGITAL HAS BEEN A PLEASURE BECAUSE **THEY SIMPLY GET IT!** THEY HAVE A KEEN ABILITY TO TAKE A BRIEF AND MATCH IT WITH THE BEST VOICES AND CREATIVE CONCEPTS. WHAT I LOVE MOST IS THEIR ROSTER OF PARTNERS ARE REAL PEOPLE WHO AUTHENTICALLY RESONATE WITH THEIR COMMUNITY!



NEXT STEPS



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