**BMW and TBWA, proud sponsors of empty roads**

**BMW Belux is a loyal partner of the Red Devils, Belgium’s national football team and current leader in the FIFA world ranking. For this summer’s big event, TBWA created a film for BMW with an unexpected twist. One in which the football players aren’t the main stars. As an advocate of pure driving pleasure, BMW doesn’t sponsor the players, but the empty Belgian roads. Director Michaël Bombeeck and DOP Piet Deyaert shot the film entirely in Belgium. Something unique for the German car brand.**

“Since 2012, BMW is a loyal partner of the Belgian Red devils. It has been a great ride so far. For this summer, we wanted to take the connection between both strong brands a step further” says Ewoud Van der Heyden, marketing director at BMW Belux. It’s just not easy for any car brand to claim a real role to play in the game of football. Because of that, TBWA came up with a campaign that highlights BMW’s love for empty roads. Everybody knows that during a game, everybody is in front of their screens at home, in a pub or in the stadium. Result: empty roads and pure driving pleasure all for the taking.

“When BMW asked us to think of an activation to highlight this partnership, we knew this meant a great opportunity for the brand”, says creative director Steven Janssens. “Which is why we opened up the briefing slightly. Our creatives came up with this great insight. And a few weeks later, we presented a TV script. Our client was a big enthusiastic supporter and followed all the way”.

A Belgian production for a car brand like BMW is rather unique. “That we could work together with probably the greatest Belgian squad in history, made it even sweeter. During three shooting days, the team gave all it had to come to the result.

For the production, TBWA worked with Michaël Bombeeck, an experienced Belgian director with a lot of love for car productions. Together with Piet Deyaert, he created a commercial with a cinematic feeling. Apart from TV, the campaign also runs on social and bannering. “To make it even more tangible for the large audience, the exact car from the commercial is for display at Brussels Airport. And the BMW dealerships get a proper “Red Devil” makeover”, concludes Ewoud Van der Heyden.

**Campaign Title: BMW, proud sponsor of empty roads**

**Client: BMW Belux:** Geraldine De Landtsheer, Pascale Goudvis. (Ewoud??)

**Creative Director:** Steven Janssens

**Creatives:** Greg van Buggenhout, Kenn Van Lijsebeth

**Account team:** Bénédicte Ernst

**Production:** MAKE

**Director:** Michaël Bombeeck

**DOP:** Piet Deyaert

**Montage:** Allard Zoetman

**Executive Producer:** Joop X

**Producer:** Shana Duprez

+ axel nedée

+ design

+ nog andere productie peoples?