Marketing Communication and Brand Strategy: BMW

BMW Company

BMW Company refers to branding strategy relates to a long-term plan geared towards the development of a prosperous brand and to achieve particular and set goals. BMW Company has its branding strategy, and this is primarily influential on the overall business and the needs of the customer and consumer needs and wants. The marketing communication plan refers to a scheme to pass the marketing message to the target consumer. The marketing messages are passed through various means via the vision, mission, values, and stating of objectives of the business and brand. The BMW Company has a clear communication, and it is communicated directly to its consumers.

**Vision**

BMW’s vision states that “uniqueness through diversity, leadership and taking the risk, courteous.” (Ukessays, 2015). This vision passes a lot of information concerning the strength and the attitude of the company. BMW Company has a strong belief in an offering of exclusive products which of high quality that takes care of a particular area of expertise for the company. BMW also believes in taking risks by discovering new hidden opportunities in the business world and industry; not being intimidated by any technology challenges. BMW focuses on developing new innovative products in both short and long-term timeframes. The vision provides a clear and realistic image that is government by proper leadership.

**Mission**

BMW’s mission states that "To become most successful premium car manufacturer in the automotive industry." (Ukessays, 2015). BMW is a company that is known for its excellent, advanced designs with high quality and expensive approach. It is clear that BMW has a desire to be the best and the leader in the automobile industry. As a BMW consumer, I know that they will stop at nothing to ensure their customers are provided the best from their manufacturer. The brand works very hard to ensure this is achieved consistently with all their consumers by using strategies that work and offer only the best and achieve their mission.

**Values and Objectives**

BMW have their roots in their remarkable history bound by honesty and high thinking when it comes to their values and goals. The company has always strived for being the best and leaders in the industry through a proper understanding of the internal and external environment.

Some of its strategic objectives include,

* Staying ahead in the competition.
* Manufacturer of environmentally friendly vehicles
* Assisting the society to be responsible.
* Increasing the sales all over the world.

From these objectives, the company is motivated towards doing its best so that it can achieve them which results in profitability (UKESSAYS, 2015).

**Strengths**

BMW has various strengths one them is the looks and the luxurious, comfort and fuel efficiency. The vehicles are fabricated with the highest technology which makes the cars be more sustainable along with an air dynamic and less pollution for the environment. The cars are so efficient that even are very quiet, and they don't have a lot of emission of carbon. All these strengths are what helps the brand have a better reputation regardless of where the vehicle was purchased. The company has a strong corporate social responsibility and a high recognition from the Chinese and Japanese which is great because they have a large market in many areas of Asia with Toyota and Nissan; this plays a significant role in attracting more consumers and achieving the target sales.

**Weaknesses**

On the other end, the companies still face some weaknesses. For example:

* High prices costs; which limits the number of customers
* High-cost structures; which weakens the brand market segment

Diversification of the brand portfolio is also a weakness to the BMW Company. The cost limits the availability of different income brackets can be the ones that can truly purchase and have the flexibility lease their vehicles; these limits the market. The high-cost structure is a way to make the brand name to be weaker in some market segments, and their brand portfolio diversification is also a weakness to the company.

**Advertising Strategy**

This brand has a good way of advertising, especially nowadays via the internet or print media; it provides excellent slide share presentations which are impressive, and it attracts the consumers to buy these cars. It also has promotion slogans like, “A Luxury car that provides an exhilarating driving experience.” (DilipKumarSharma, 2012).

**Public relations strategy**

The BMW Company has the public relations sector which promotes the company. The public relations can promote sales of a company or destroy them. Public relations are different from advertising since it is direct towards gaining public understanding not necessarily have to pay for the advertising but build strong public relations. BMW is concerned with public relations under two grounds, one of them is under consumer marketing, brand communications, and auto shows; and interested in brands Olympic sponsorship. The public relations strengthen the relationship between the company and the society from where it gets its customers. (Bruell., 2011)

**Conclusion**

In conclusion, BMW Company has a good branding strategy and marketing communication plan that makes it shine in the automobile industry. These are identified in its vision, mission, objectives, strength and weaknesses and public relations strategy. Its mission and vision pass an important message to the target consumers. The objectives help the company to be innovative and use the latest technology. All these acts towards the success and profitability of the business.

**References**

Bruell., A. (2011). *BMW in Early Stages of Public-Relations Pitch.* Crain Communications..

DilipKumarSharma. (2012). *BMW Advertising Strategy.* AdChoices.

UKESSAYS. (2015). *The corporate strategies and objectives of BMW.* England: UKESSAYS.