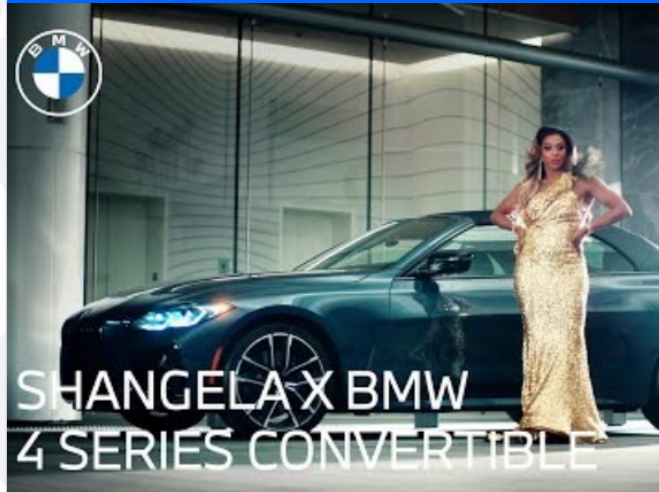




DRIVEN BY PRIDE & PROUDLY SUPPORTING LGBTQ+ COMMUNITY

CHALLENGE

RESONATING WITH A NEW, YOUNGER AUDIENCE



In this custom social/digital partnership, Paramount positioned BMW as the ultimate in innovation, thrill, and design with RuPaul fan favorite queen Shangela during a pride month campaign

INSIGHT INFORMED SOLUTION

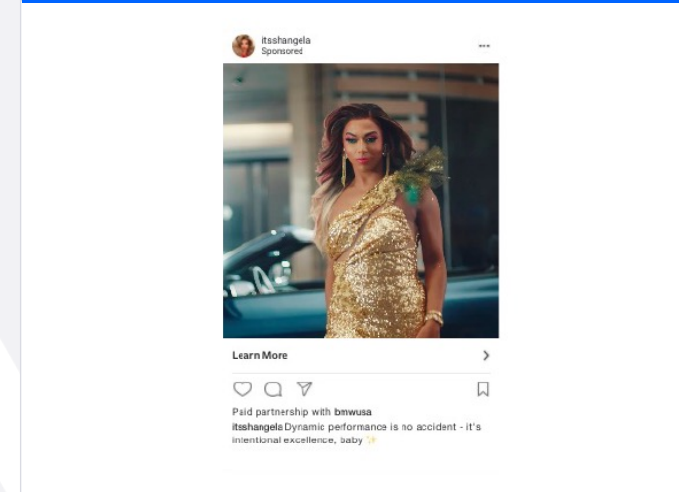
STRATEGIC STORYTELLING WITH A+ TALENT



Shangela was the perfect talent for BMW pride because of her popularity in the drag community as well as her position as a multicultural icon for LGBTQ+ audiences

RESULT

FAN ENGAGEMENT ON SOCIAL



12.37M+
IMPRESSIONS

5.61M+
VIEWS + CLICK
ENGAGEMENTS

5.46M+
TOTAL 3-SECOND VIEWS

