



CASE STUDY

BMW Championship Online Experience



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I. BACKGROUND

BMW supports and sponsors professional golf world-wide through such events as the BMW International Open, the BMW Golf Cup International and the BMW Championship at Wentworth. In 2006, BMW NA announced a 6-year partnership with the PGA to create the BMW Championship. Since 2008, BMW NA has retained Williams-Forrest to design, develop and implement the online experience for the tournament as well as provide daily multimedia updates, including on-site video production.

II. CHALLENGES

- Design and implement a highly interactive and experiential website in 2008; keep it fresh and updated in subsequent years per the needs of BMW NA
- Allow users and BMW owners to access key event and contest information in a creative and intuitive manner while showcasing the features of the BMW owners pavilion

III. SOLUTIONS

- Provide key event information including details on the venue, dates and times, BMW owner-specific contests, and BMW's overall support and involvement in golf around the world
- Highlight BMW's unique approach to its owners pavilion, including a rich media solution featuring detailed 3-D environments
- Capture the online audience by delivering real-time video and photos from the event, live scoring and daily updates

IV. RESULTS

- The BMW Championship online experience conveys a premium user experience as well as easy access to important event and contest information
- Provide online behavioral tracking and analytics resulting in key data; this information is used by both Williams Forrest and BMW to improve the site's performance year to year
- In 2008 alone, the site generated over 40,000 page views, 5,000 Ultimate Foursome entries, close to 10,000 Best Seat in the House entries and almost 5,000 complimentary ticket requests

