

## AUTOMOTIVE

# ‘How do you Bentley?’ global campaign launches

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*Bentley looks to attract new members of “Gen B” with a new global paid media campaign. Image courtesy of Bentley*

By ZACH JAMES

British automaker Bentley is the latest example of a luxury brand using heritage to heighten the appeal of its lifestyle portfolio.

Outside of the car dealership, the company’s business is wide-ranging and involves various categories. These travel, music and home collections and experiences are captured in “How do you Bentley?” the paid media campaign’s short film was developed by global advertising agency IPG-X and directed by award-winning Swedish creative Anders Hallberg.

“In the realm of luxury vehicles, performance and features have become ubiquitous,” said Allen Adamson, cofounder and managing partner of [Metaforce](#), New York.

“From the buttery-smooth ride to the opulent interiors draped in the finest materials, luxury cars have reached a plateau where differentiating solely on driving dynamics and amenities is no longer sufficient,” Mr. Adamson said. “To truly stand out in the crowded luxury car market, brands must transcend their vehicles’ tangible attributes and tap into the intangible allure of a lifestyle.

“By positioning themselves as badge brands, they can project an aspirational identity that resonates with their target audience, enticing them to embrace not just a car, but a way of life.”

Mr. Adamson is not affiliated with Bentley, but agreed to comment as an industry expert.

## The high life

Bentley looks to attract new members of “Gen B,” an audience it says transcends time, race and gender. Rather than demographic-based connections, this group is unified by a common mindset, that of a need to shift luxury’s status quo.

A central campaign video reflects this sentiment. Its opening scene meets a diverse cast in an elevator.

*Bentley presents the “How do you Bentley?” film*

The cabin’s buttons, typically reserved for selecting a floor, have been replaced with luxe control board icons featuring the company’s insignia.

One by one, viewers watch along as members of the group proceed to exit, ending up in their own bespoke adventure after

tapping Bentley's "B" and getting off at their stop.

The advertisement takes each person to vastly different landscapes, rooms and events as visuals display the brand's luxury vehicles and the many ventures housed under the Bentley Lifestyle umbrella.



*Bentley is the latest example of a luxury brand using heritage to heighten the appeal of its lifestyle portfolio. Image courtesy of Bentley*

Mr. Hallberg, who was previously behind the lens of a Bentley Home campaign prior to this release, gives the marketing endeavor a storytelling quality, subverting notions one would expect from a car commercial.

"The campaign's cinematic approach, reminiscent of the critically acclaimed series *Succession*, lends an air of sophistication and authenticity to the Bentley brand," Mr. Adamson said.

"The carefully crafted script and evocative musical score create an immersive experience that resonates with the target audience, reinforcing Bentley's position as a symbol of Gen B's 'just don't call me old' attitude."

### Next steps

Mainline releases are still a staple of "How do you Bentley?" Selections, including the Bentley S sports model and services such as its Mulliner customization program, share the stage with other offers.

However, the excerpt chooses to focus nearly exclusively on the Bentley Home collection ([see story](#)), the Bentley Extraordinary Journeys travel series and the Bentley Record Room.

"This brand campaign will be instrumental in positioning Bentley as the undisputed leader in luxury and performance, highlighting all aspects of the Bentley business, well beyond automotive," said Steven de Ploey, global marketing director at Bentley, in a statement.

"The campaign will also create an even more distinct and desirable profile for the brand, appealing to both new, as well as existing target audiences, by tapping into their key passion points."

Worlds of possibility. How do you Bentley? [#HDYB? pic.twitter.com/4q24Y6kP8c](#)

Bentley Motors (@BentleyMotors) [June 7, 2024](#)

Launched June 10, the luxury automaker is highlighting its full product universe across out-of-home, connected television and owned social media touchpoints.

"Bentley's ingenious 'How do you Bentley?' campaign strikes a chord with its audience by showcasing a captivating cast of Bentley owners in an elevator, each exuding a youthful and vibrant aura that defies the stereotypical notion of an aging luxury car owner," [Metaforce's](#) Mr. Adamson said.

"As they confidently press the 'B' button, the campaign illustrates how Bentley seamlessly integrates into their dynamic lifestyles, shattering preconceptions and redefining luxury for a new generation."

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