

Nomination: 21269

Korea024 BMW Handok Motors Youtube

Page: General Information
Name of Organization / Company BMW Handok Motors
Logo No File Uploaded
Web Site Address
Page: Entry Information
Entry Title Korea024 BMW Handok Motors Youtube
Category V01 - V12 - Social Media > V06. Most Innovative YouTube Channel
Submission Format
For this category please provide An essay of up to 625 words describing the innovations expressed through the nominated channel, feed since July 1 2022 (or the innovative achievements of the nominated person, for categories V10 - V12), OR a video of up to five (5) minutes in length illustrating the same. Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Credits

"An automated translation tool was used to translate this nomination into English."

Handok Motors: Leading the BMW Dealership Digital Revolution on YouTube

1) The First BMW Dealership to Achieve the Silver Play Button, Now Surpassing 530K Subscribers with Explosive Growth

Over four years of consistent content creation, Handok Motors has built a strong fandom through original YouTube series, becoming the first BMW dealership to earn the Silver Play Button.

In 2024, the channel reached 530K subscribers, maintaining an unprecedented growth trajectory.

2) Dominating Key Industry Metrics with Exclusive Original Series

By developing engaging YouTube IPs tailored to customers' REAL interests each year, Handok Motors has achieved industry-leading performance in key metrics such as organic reach, engagement, likes, comments, and views.

Compared to 2023, YouTube Shorts traffic increased by 1,166%, while Instagram shares surged by 825%, marking record-breaking growth year over year.

3) Exclusive YouTube Original Series by Handok Motors

3-1. Talk & Review Web Show: B-Jeongsang Debate

- A unique debate-style web show where two automotive industry experts engage in a head-to-head discussion, answering burning questions about the latest BMW models.
- Avg. 270K views per episode
- Features a diverse lineup, including automotive YouTubers, producers, and journalists.

3-2. Reality Web Shows Featuring BMW's Flagship Models: iGenius & X-perience

- Engaging reality web shows that spotlight BMW's key models, from EVs to SUVs.
- iGenius: Hosted by renowned car enthusiast & anchor Kim Il-jung, this series unpacks BMW EV technology in an entertaining and informative way. Top-performing long-form episode: 420K views
- X-perience: Racer Han Min-kwan explores BMW SUVs in various lifestyle scenarios—golfing, camping, fishing, parenting, and more. Due to its popularity, the series has continued for 2 consecutive years.

3-3. Certified Pre-Owned & Service Center Content: THE BPS & Gochireo Wassup, Chasareo Wassup

- Expanding beyond new car sales, Handok Motors launched creative content to promote its certified pre-owned (CPO) vehicles and service centers.
- THE BPS: A comedic sketch series in collaboration with Utgisine (650K subscribers), promoting Handok Motors' BMW Certified Pre-Owned program. #1 most-viewed content in its category
- Gochireo Wassup, Chasareo Wassup: Featuring comedian & TV host Kim Jae-woo, this infotainment show creatively highlights BMW service centers and CPO vehicles. Following the success of the service center episodes, the series expanded into pre-owned vehicle content.

3-4. Informative Short-Form Content: Jjal.Jal.Han TIP & Tta.Kkeun.Han TIP

- Quick yet highly informative vertical short-form videos delivering essential BMW tips.
- Jjal.Jal.Han TIP: POV-style Shorts revealing hidden BMW features, enhanced with professional voiceover for higher engagement. Avg. 250K views per episode
- Tta.Kkeun.Han TIP: A guide to BMW's latest, lesser-known features, supporting customer

service teams. 36% increase in shares vs. 2023

3-5. Parody Shorts: Handok Shorters

- YouTube algorithm-friendly parody Shorts capitalizing on trending formats.
- Kim Jae-woo’s parody Shorts broke the channel’s all-time record with 460K views, 300K organic reach, and 282 comments, sparking massive audience engagement.

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

[Redacted]

[Redacted]

[Redacted]

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URL 6

[Redacted]

[Redacted]

URL 8

URL 9

URL 10

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