THE IDEA

New BMW designs can provoke an immediate argument. Sometimes the opinion changes after people spend time with the car.

I'd give BMW's design critics the keys.

Seven days in the car they criticised. Their first opinion and their considered verdict, both published.

Here's the idea!

SEVEN DAYS LATER

Live with the car. Revisit the comment.

Invite genuine, willing design sceptics to use that BMW for an ordinary week.

Record their first reaction before handing over the keys. Return to the same questions seven days later.

Let daily use enter a debate that often begins with a photograph.

THE EXPERIMENT

Ask two questions. Keep both answers.

Has your view of the design changed?

What did driving it add?

The proportions in daylight. The view when you walk back to the car. The feeling from the driver’s seat. I want to hear what mattered to that person.

THE IMPORTANT PART

Leave the “still hate it” people in.

The campaign only earns trust if people can keep their original opinion.

Publish the critical verdicts alongside the positive ones. A week with a BMW might change someone’s mind. It might also make their criticism more specific.

THE VALUE

Let the car join the conversation.

BMW already offers test drives. I'd turn an extended experience into an honest campaign about first impressions and considered opinions.

Participants get time to form a view. Everyone watching gets a more useful argument.

Seven days later: what do you think now?

that's the point.