

Media Information
01 December 2008

"The Convertible in your hands!" The new MINI Convertible launch campaign is surprising everyone with new communication elements

MINI is the first brand to use an interactive advertisement with a virtual 3D model

Innovative TV spots just 11 seconds long guarantee a high level of attention and strong recognition value

Guerrilla marketing continues to be significant for MINI marketing

As with its predecessor model, the slogan for the international campaign is "Always Open" – but the idea behind it is even more radical.

Munich. This time, the new MINI Convertible will be making its début in a very special place: "right in your hands". This weekend saw the start of communication about the new MINI Convertible, which will be available from MINI dealers and branches from 28 March 2009. Alongside the classic print and online campaign, the MINI Convertible launch campaign has some surprising elements up its sleeve.

The Convertible in your hands

"The MINI Convertible in your hands" – This slogan on a print advertisement for the new MINI Convertible that doesn't show the vehicle at all makes everyone curious. MINI is the first company to use an interactive print ad with a virtual 3D model. Using innovative Augmented Reality Technology, MINI has created a bridge between the real and the digital world, between a two-dimensional print advertisement and the three-dimensional product. Only when the reader holds the print ad in front of his web cam at www.mini.de/webcam does the new MINI Convertible appear as a virtual model on screen – live and in 3 D. The new MINI Convertible suddenly parks on the advertisement page as if it were on stage. The accurate 3D vehicle data are linked with the live image. If the advertisement is moved, the MINI Convertible moves in parallel with it, in real time. The viewer can select the angle from which he views the model freely and playfully interact with it.



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In this way, people can create their own private showroom in at home. The advertisement can also be downloaded as a PDF for printing from www.mini.de/webcam.

The worldwide campaign claim: "Always Open"

The new MINI Convertible symbolises enthusiasm for driving in an open-top car and embodies the unmistakable style of the MINI brand. As with its predecessor, the claim used in the global launch campaign is: "Always Open". The main idea behind the creation of the campaign, however, was even more extreme than it was for the predecessor model: "Radically Open". The new MINI Convertible is only driven open! Even in the rain and at minus 10 °C and even when best friends in the car are of a different opinion. There are examples of this right through all the communication measures.



Innovative TV spots just eleven seconds long

Some of the new TV spots for the MINI Convertible summarise the communication statement in just eleven seconds: the new MINI Convertible. Always Open. The MINI Convertible is shown in the typical MINI CI – in the launch colour of Interchange Yellow against the black MINI background. In the spots, the vehicle drives into the picture for a moment, and the roof threatens to close. But half way through, an unusual sound which stops the roof closing is heard from off-screen. The roof moves straight back and the Convertible's cover stays open. The brief nature of the spots attracts attention and increases the recognition value. The message is short and simple: The roof always stays open! The short spots are also ideal for expanding the campaign to the internet and new media such as mobiles or vodcasts, in the form of pre-roll ads or video ads. In a neuromarketing study commissioned by MINI in 2008, MINI TV spots of various lengths were tested in terms of their attention span, rising and falling interest levels and the recall capacity of the respondents. The results showed that a eleven second spot was particularly effective in achieving high levels of attention and interest and also in ensuring a lasting memory of the spots amongst viewers. In addition to the short spots, the idea of "Always Open" is also expressed in a number of different TV spots. In one, the theme is seen historically, with a humorous reference to the fact that MINI is

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continuing the history of open-top mobility. In another, ninjas threaten the passenger when he attempts to close the top. And even a close friendship can be put at risk if someone dares to end the joys of open-top driving in the MINI Convertible, whatever the reason is.

Guerrilla!

For MINI, unconventional marketing plays a particularly important role within its communication activities as a whole. Innovative and surprising campaigns are therefore also being used for the launch of the new MINI Convertible to reach the target groups. A whole book containing 60 guerrilla ideas, "Viva la Revolution", is being provided by central marketing to inspire marketing colleagues and dealers worldwide. It will be exciting to see what campaigns the individual markets and dealers will choose to accompany the launch of the MINI Convertible.

Print advertisements

Print advertisements worldwide are also focussing on the motto "Always Open". Admittedly, the MINI Convertible is being presented in true MINI style against a black background, but both the unusually radical perspectives and also the tonality of the headings show clearly that this Convertible should only be driven open.



Online Special

The idea of radical open-top driving is expressed online through the fish-eye lens view – which feels like a 360° viewpoint. Visitors can view the MINI Convertible on a turntable from all possible angles, as an overall picture through a wide-angle lens and in complete detail, through close-ups. The Online Special for the new MINI Convertible can already be accessed at www.mini.de/cabrio. The Online Showroom and the Configurator will go live in mid-December.



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Agencies

The print ads, TV spot and print concept were created by the Plantage agency in Berlin. The idea, concept and implementation of the Augmented Reality campaign "World première – in your hands" came from BUZZIN MONKEY, a Munich-based agency specialising in buzz, guerrilla and viral marketing, and agentour GmbH. The Online Special was developed by Interone, Hamburg.

Further information and images are available from:

www.press.bmwgroup.com and www.mini.de and www.mini.de/webcam

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