

# MINI CORPORATE COMMUNICATIONS

Media information

11 February 2022

## ANIMATE YOUR MINI WORLD: international BIG LOVE launch campaign for the new MINI Edition models.



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Innovative and 100 per cent digital communication presents the individual vehicle characters in their own virtual world. With visual content in a completely new look, MINI celebrates enthusiasm for driving fun on all channels.

**Munich.** The new MINI Edition models are due to hit the showrooms in spring 2022. For the first time, all current models of the tradition-steeped British premium car manufacturer will be launched at the same time, each in its own special edition. The market launch will be accompanied by an equally novel form of communication. An international campaign under the claim BIG LOVE presents the MINI 3 door with the all-electric variant MINI Cooper SE (combined power consumption: 17.6 – 15.2 kWh/100 km according to WLTP; combined CO<sub>2</sub> emissions: 0 g/km) as a highlight,

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along with the MINI 5 door and the MINI Convertible in the Resolute Edition, the MINI Clubman in the Untold Edition and the MINI Countryman in the Untamed Edition – each as an individual vehicle character in a virtual world of its own. Each is showcased in surprising and impressive style in a 100 per cent digital format using the very latest full CGI (Computer Generated Imagery) animation technology.

The campaign adopts an integrated approach that makes use of all MINI brand communication channels along the customer journey. The numerous visual content formats targeted at the sales funnel creates a completely new look: using everything from AR animations, stories and reels through to various types of online ad, MINI gears its content precisely towards a digital-savvy audience. The innovative approach adopted by the BIG LOVE launch campaign enables MINI to address target groups in the markets even more selectively, closely aligning it with local priorities.

“The campaign for the new MINI Editions is our first major global project to be produced by The Marcom Engine, BMW Group’s new European agency platform. It’s the first full CGI production to reflect fun, style and the theme of BIG LOVE by featuring the personalities of these unique vehicles,” says Sebastian Beuchel, Head of MINI Global Brand Management. “Working with Anomaly London on the creative concept and with The Marcom Engine including Man vs Machine with their CGI expertise in production and delivery, we were seeking to create a truly bold, digitally-focused communication that would resonate with all our various audiences, no matter what stage of the buying process they are at.”

The central building blocks of the campaign are computer-generated images and virtual animated films. Using 3D computer graphics, images and films are created showing detailed vehicles in a setting that transcends the boundaries of reality.

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The MINI Edition models always play the leading role in the animated short films. Each model is showcased and brought to life in its own lively animated world. The protagonists of the films are presented with their exclusive design and equipment features, demonstrating hallmark MINI go-kart feeling with state-of-the-art visual effects – without the cars ever touching a real road.

“Our campaign creates a virtual world for the new MINI Editions beyond the realm of day-to-day reality in which their unique character is the clear focus. It is fully animated and designed in the unmistakable MINI style,” says Anita Skocic, Head of Global Marketing Campaigns. “We use highly advanced CGI technology to push the boundaries of conventional forms of representation so as to convey to the audience that unique MINI feeling.”

The campaign also includes the launch of an online showroom by MINI where fans of the brand can interactively find out about the new Edition models with pictures, videos and 360-degree views. The new vehicles can be viewed on a digital turntable from all conceivable perspectives, both as an overall image in wide angle and via close-ups that clearly show all the details. The showroom for the new MINI Edition models will go online at [www.MINI.com](http://www.MINI.com) as well as on the various country websites. The campaign is also available for use by all MINI dealers and branches.

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp).

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the “Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars”, available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million automobiles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5,222 billion on revenues amounting to € 98,990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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