



Media Information  
17 June 2013

### **“NOT NORMAL” – MINI brand campaign** **Unconventional, high-energy campaign enters next phase**

**Munich.** The new MINI brand campaign got underway in June under the already established “NOT NORMAL” claim. The global campaign conveys the brand's individual, high-energy attitude to life and highlights the strong emotional and personal connection between driver and MINI. “NOT NORMAL” focuses on MINI's strong, independent character. The campaign, which integrates the full range of MINI products, will be rolled out worldwide through all communication channels.

At the heart of the MINI brand campaign are two new **TV spots**. The emotionally-powerful “A FRIEND FOR LIFE” spot shows in a humorous way how MINI is a lifelong companion for young and old alike in all situations of life. In typical MINI style, the spot shows people in various stages of their lives who all share one thing in common: their passion for MINI. The spots have different endings: One shows former rally driver Rauno Aaltonen as an enthusiastic MINI fan.

The spot can be viewed online at: <http://youtu.be/yn8fsVoNnw8>

The second TV spot, “BAND OF MINI”, shows four MINI drivers in different MINI models who meet at a crossroads all listening in synch to the song “I Believe In A Thing Called Love” by The Darkness. The four come together to form a MINI band with a difference. The drivers share a love of MINI, the same individual attitude to life and similar interests – in this case, the same taste in music. The final scene shows bulldog Tillman, the famous skating English bulldog, riding his skateboard.

The spot can be viewed online at: <http://youtu.be/hTz718Ucrwg>

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The **print campaign** uses various colourful motifs with mischievous headlines to tell out-of-the-ordinary “NOT NORMAL” stories. All motifs share the same look and feel, and depict the personal bond between a MINI and its driver: for



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example, with the image of a MINI owner celebrating his MINI's birthday with a cake in the garage, or a MINI whose driving dynamics are a source of artistic inspiration.

The campaign will also run in all relevant **online channels. Social media**, in particular, will present an unconventional interpretation of the brand campaign with an exciting international kick-off. An interactive live event will launch in London on 29 July 2013: MINI will bathe the British metropolis in a new light, spotlighting Big Ben, Westminster Abbey and the Queen. Fans across the world can transform the entire city into a true NOT NORMAL place-to-be interactively and in real-time. A trip from the digital world to the real city of London awaits the MINI brand community.

### Agencies involved:

Concept, TVC and Print: BSSP, San Francisco

Film production: Sterntag Film GmbH, Hamburg / Director: Bruce St. Clair

Photographer: Igor Panitz

Online: AKQA, Amsterdam

Social Media: KKLD, Berlin

### Key channels which will run the campaign:

[www.facebook.com/MINI](http://www.facebook.com/MINI)

[www.twitter.com/MINI](http://www.twitter.com/MINI)

<https://plus.google.com/+MINI>

[www.pinterest.com/officialMINI](http://www.pinterest.com/officialMINI)

[www.youtube.com/MINI](http://www.youtube.com/MINI)



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#### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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