

Media Information
3 November 2015

“Stay Open” global campaign for the new MINI Convertible

Film production with Oscar-winner Joachim Back

Munich. The global marketing campaign “Stay Open” is about to get underway in time for the start of communications for the new MINI Convertible. The campaign will accompany the new MINI Convertible up to market launch and beyond in three campaign phases that follow on from one other.

The “Stay Open” tagline for the new MINI Convertible is as multi-faceted as its target audience and pays tribute to the “Always Open” campaign of its predecessor. On a rational level, it highlights new product features that enable the new MINI Convertible to drive with the top down for even longer. From an emotional perspective, it reflects the free spirit of the target group – always cosmopolitan and open-minded. Its life-affirming optimism is a consistent theme throughout all elements of the campaign.

The **print campaign** takes this feeling and stages the new MINI Convertible in open spaces full of bright, vibrant colours. The feel of open-top driving is conveyed with lots of blue sky.

Online communications also focus on this openness and driving with the roof down.

The central element of the campaign will be an **online film** that goes far beyond the scope of regular TV commercials. The short cinematic film directed by Oscar-winner Joachim Back will be revealed in stages – initially previewed with a teaser and landing page to kick off the campaign. The film will be revealed in its entirety to coincide with the market launch of the new MINI Convertible.

Further information on the campaign and online film will follow.

The participating agencies were WCRS, London; KKLD, Berlin; and AKQA, London.

Serviceplan Campaign X will be responsible for adapting the international campaign for the German market. The German campaign for the new MINI Convertible will get underway in mid-February 2016 in time for the market launch on 5 March 2016.

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The BMW Group

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In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

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