

MINI USA “NOT SO MINI” PUZZLE



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MINI USA INTRODUCES ‘NOT SO MINI’ PUZZLES FOR CUSTOMERS WAITING FOR THEIR NEW MINIS.

With the automotive industry experiencing supply-chain impacts, MINI to surprise and delight MINI owners with life-sized puzzles while they wait for their new vehicle.

Woodcliff, N.J. – June 24, 2022 - MINI USA announces a new campaign that will surprise and delight customers waiting for delivery of their new MINI with a “Not so MINI” puzzle. At the heart of the campaign is a series of puzzles that feature beauty images of MINI vehicles. The automaker is sending life-sized puzzles to select new MINI customers on the waiting list, to give them something fun to do while they wait for their new vehicles. Other owners on the waitlist will receive a regular-sized puzzle to also partake in the fun.

The puzzles which are officially called “*THE WE’RE-WORKING-HARD-TO-GET-YOU-YOUR-CAR, WAITING-IS-THE-WORST, IN-THE-MEANTIME-HAPPY-PUZZLING, MINI PUZZLE*”, or “*NOT SO MINI*” puzzles for short - are intended to keep customers excited and engaged while they wait. The fun and inventive campaign is MINI’s unique response to high demand for its cars and the global-supply-chain slow-down facing the automotive industry.

MINI has always been synonymous with driving fun and providing owners with unique experiences, making them the perfect brand to execute a creative, unexpected project like this one. Rather than letting longer wait times overshadow the customer excitement of waiting for their new car, MINI is giving customers a different way to participate in the MINI community, in this case, with the MINI puzzle.

“People buy a MINI because of its cheeky and fun-to-drive spirit, so we wanted to give owners something fun to do while they wait to get behind the wheel of their new MINI,” said Rah Mahtani, Brand Communications Manager, MINI USA. “The ‘Not So MINI’ puzzle is one of the ways we are showing the MINI community our appreciation as owners wait for their new vehicles. Owners and their families can enjoy building and displaying their puzzles, showcasing MINI’s iconic design, right in their home garages or living rooms.”

MINI USA plans to use its social media channels to feature new owners and their in-progress and complete puzzles.

Pereira O’Dell, a full-service advertising agency, created and designed this new initiative. Pereira O’Dell has been MINI’s advertising agency of record since November 2017.

“A MINI is always worth the wait. But that doesn’t mean we can’t keep customers excited and engaged while they wait.” said Nick Sonderup, Executive Creative Director, Pereira O’Dell. “Our goal with this idea is to get something uniquely MINI into new owners’ hands, even if they’d rather it be a leather steering wheel. We can still create a fun pastime to add to the excitement for the real thing coming their way.”

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 115 locations comprised of 105 MINI full passenger car sales and service dealers and 10 service exclusive outlets located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

About Pereira O’Dell

Founded in 2008 by Andrew O’Dell and PJ Pereira, Pereira O’Dell, is a full-service creative agency with global capabilities and offices across the United States. Clients include Adobe, IHOP, Fifth Third Bank, MINI, Stella Artois, Corona, Estrella Jalisco, Dreyer’s, Intel, and several brands under the General Mills umbrella. Pereira O’Dell has amassed over 100 respected Advertising and entertainment awards including numerous Cannes Lions, Clio’s, D&AD, One Show Pencils, Effie’s, and an Emmy win. For more information, please visit: www.pereiraodell.com.

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