

## NEW NANUQ WHITE MINI COOPER SE



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### CELEBRATING INTERNATIONAL POLAR BEAR WEEK, MINI USA REVEALS 2023 MINI COOPER ELECTRIC SE IN NEW NANUQ WHITE COLOR INFLUENCED BY MINI FANS

- *Campaign for the new 2023 MINI Cooper Electric SE kicked off on Earth Day in April starring a cute polar bear character in the passenger's seat.*
- *The polar bear went viral, leading to a huge outpouring of love from the MINI community and an invitation to give it a name. Nanuq, which means polar bear in Inuit, was the chosen name that snowballed (forgive the pun!) into a brand new paint color for the MINI Electric.*
- *MINI USA partnered with Polar Bears International to convert the enthusiastic reaction towards the campaign into a chance to help real polar bears through an Eco-Adoption page.*

**Woodcliff Lake, N.J. – November 7, 2022** – Following the celebration of International Polar Bear Week, (October 30-November 5), MINI USA announces the launch of a new Nanuq white paint finish on the 2023 [MINI Electric](#) Cooper SE. The new paint color, named Nanuq White was inspired by the name of the loveable polar bear character created by the brand's creative agency Pereira O'Dell along with enthusiastic feedback from the MINI owner community.

The campaign for the 2023 MINI Cooper SE Electric first launched in April 2022 on Earth Day, features a partnership with MINI USA and [Polar Bears International](#) to encourage eco-adoptions from the MINI community - and the polar bear love grew from there. In response to the campaign, MINI USA received an outpouring from the MINI community with questions asking where they could get hold of a polar bear bobble head featured in the campaign.

The overwhelming engagement of the MINI community with the polar bear character led to the idea to let the community give it a name. Nanuq - Inuit for "polar bear" – was the chosen name, which led to the new MINI Cooper SE paint color with the same name to be revealed following International Polar Bear Week by MINI USA.

“We’re excited to see the strength of our MINI owner community and our commitment to sustainability intersect in a very creative way to help support Polar Bears International.” said [Rah Mahtani](#), **Brand Communications Manager, at MINI USA**. “MINI is a brand that is not only about having fun, but also about amplifying the voice of its customers and community to affect positive change.”

The 2023 MINI Cooper SE stays true to what owners love about MINI, while providing the broader benefits of full electrification. The MINI Cooper SE provides MINI’s signature electrified go-kart feeling and driving fun, while helping to minimize its environmental footprint.

The model is an important step in MINI’s stated goal of offering an all-electric line-up of vehicles around 2030. The original campaign ran with paid media across DOOH, Social, Digital, and was featured on the MINI and PBI websites.

A [fun case study video](#) was created to highlight the creative journey from initial campaign to fan engagement that led to the name of both the polar bear mascot and the new paint color.

“This was supposed to be a story about a car that is good for the environment and super fun to drive.” said [PJ Pereira](#), **Creative Chairman at Pereira O’Dell**. “Maybe about the charm of this not-so-little mascot too. But then it snowballed into an even better story about enthusiasm, passion and creativity of the MINI community.”

To give that enthusiasm an even bigger impact, MINI USA partnered with Polar Bears International (PBI) on the 2023 MINI Cooper SE Hardtop campaign. PBI is the only non-profit organization dedicated solely to polar bears and Arctic sea ice, and MINI USA’s partnership aims to promote awareness of the NGO’s polar bear conservation efforts.

Anyone that donates \$40 or more to PBI via the [PBI Eco-Adoption page](#) during the month of November will receive a polar bear bobblehead and a thank you card while supplies last. Customers who pre-order a MINI Cooper SE during the month of November will also receive a bobblehead while they wait for their MINI.

MINI USA are also refreshing their paid assets to feature the new Nanuq white paint color, which will include social and digital assets driving to the MINI Electric Pre-Order page.

“We’re grateful to MINI USA for their generous support and pledging their polar promise in protection of polar bear conservation efforts and the company’s dedication to a more sustainable future,” said [Krista Wright](#), **Executive Director of Polar Bears International**. “By participating in this campaign, we hope to inspire conversation around the important steps we can each take in preserving the planet for future generations.”

Scientists predict that if greenhouse gas emissions continue at the current rate, [most polar bears could disappear by 2100](#) due to lack of sea ice. State-of-the-art climate models indicate that [an ice-free Arctic in summer will likely occur by the middle of the century](#) if greenhouse gas emissions aren't regulated. Anyone can make a difference and encourage their community to slow climate change.

#### **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 105 MINI full passenger car sales and service dealers 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.

#### **About Pereira O'Dell:**

Founded in 2008, Pereira O'Dell is a full-service, independent U.S. creative agency with deep global capabilities. Clients include Adobe, IHOP, ABInBev, Fifth Third Bank, MINI, AdCouncil and General Mills. Pereira O'Dell has amassed over 100 respected advertising and entertainment awards including Cannes Lions, Clio's, D&AD, One Show Pencils, Effie's, and multiple Emmy wins. They are a part of the global network Serviceplan Group, awarded Independent Network of the Year at Cannes Lions 2022. For more information, please visit: [www.pereiraodell.com](http://www.pereiraodell.com).

#### **About Polar Bears International:**

Polar Bears International's mission is to conserve polar bears and the sea ice they depend on. Through media, science, and advocacy, we work to inspire people to care about the Arctic, the threats to its future, and the connection between this remote region and our global climate. PBI is the only nonprofit organization dedicated solely to wild polar bears and Arctic sea ice, and our staff includes scientists who study wild polar bears. The organization is a recognized leader in polar bear conservation. For more information, visit [www.polarbearsinternational.org](http://www.polarbearsinternational.org).

#### **Journalist notes:**

#MINIElectric

#BigLove

MINI Electric: <https://www.miniusa.com/model/electric-hardtop.html>

Polar Bears International x MINI: <https://polarbearsinternational.org/mini/>

Media information about MINI and its products is available to journalists on-line at [MINIUSANEWS.com](http://MINIUSANEWS.com).

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