

## MINI LAUNCHES "TRUST YOUR INNER MINI-LOGUE" CAMPAIGN



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### MINI USA LETS YOU HEAR YOUR INNER "MINI-LOGUE" WITH NEW AI EXPERIENCE

*Developed in partnership with Pereira O'Dell, the program simulates users' inner voices so you can ask yourself: "Why should I get a MINI Electric?"*

**Woodcliff Lake, N.J. – July 13, 2023** – [MINI USA](#), in partnership with independent creative agency [Pereira O'Dell](#), announced today the launch of "Trust Your Inner MINI-Logue," an integrated advertising campaign for the 2023 MINI Cooper SE electric vehicle. Historic data shows that MINIs are most often purchased as a household's second or third car – with the #1 purchase driver being that MINIs are fun to drive. Better than any car salesman or dealership, the most persuasive voice in a car buying journey is inside the customer's own head. To juxtapose the often serious and practical mindset that comes with purchasing a new vehicle, the "Trust Your Inner MINI-Logue" campaign aims to cater to that fun-loving, thrill-seeking and self-indulgent voice that lives in all of us.

To bring that idea to life, MINI USA and Pereira O'Dell has developed an interactive artificial intelligence (AI) experience on [MINIUSA.com](#), where users can record themselves asking questions like "Why should I get a MINI Electric?". The AI then utilizes voice cloning and deep learning technology to create a version of the user that looks and sounds like them, so they can have a real conversation with themselves about all the reasons why they should get a MINI Cooper SE electric vehicle. Following the conversation with their AI clone, the program creates a sharable video optimized for social platforms to spread the word.

"MINI loves being on the cutting edge of technology yet staying playful to convince Americans to go electric using the exciting frontier of AI," said Patrick McKenna, Department Head, Marketing, Product and Strategy, MINI USA. "We're giving individuals the chance to connect with their inner AI self and convince themselves on the value of a MINI electric vehicle in a fun and engaging way.

In addition to the AI experience, MINI USA and Pereira O'Dell will run a series of spots across digital and social media channels starting today, July 10. The spots will feature Unreal Engine MetaHuman animations – floating, talking heads visualizing the internal dialogues of someone attempting to convince themselves of the multitude of fun, wonderful, and sometimes peculiar reasons why owning a MINI Electric makes perfect sense.

“Everyone’s first reaction to hearing their own voice is usually the same, ‘do I really sound like that?’” says Creative Director at Pereira O’Dell, Jordan Strode-Young. “We want people to hear that inner voice they’re so familiar with. It’s been a fun challenge working with Current Studios to get that voice—your voice—just right.”

For more information and to experience your own “Inner MINI-Logue,” visit [MINIUSA.com/minilogue.html](https://MINIUSA.com/minilogue.html).

### **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 104 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.

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

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