

MINI CLUBMAN

Problem: How do you launch a new car model without it being mistaken for a replacement of its predecessors?

Solution: Use out of home for a tease-and-reveal campaign that highlights the older models while creating buzz for the newest one.

BACKGROUND:

MINI had reentered the US market back in 2002 with the MINI Cooper and followed up with the convertible version in 2004. For 2008, the task was to introduce the latest member of the MINI family, the MINI Clubman. The Clubman was defined by several unique characteristics, including: 9 extra inches, a side club door, split rear barn doors, and a new signature two-toned color.

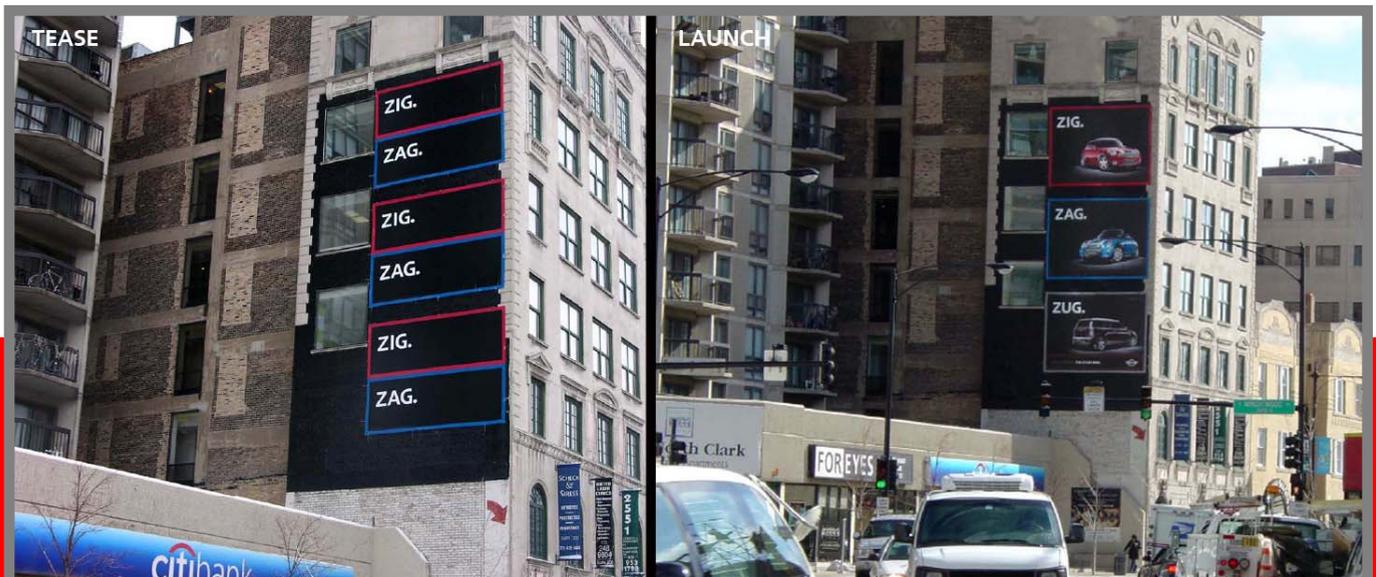


The challenge was to introduce the Clubman as the newest addition to the MINI family -- without positioning it as a replacement of the original vehicle. To accomplish this, the campaign needed to highlight all three members of the MINI family (the hardtop, convertible and Clubman), draw attention to the unique

features of the Clubman without alienating it from the family of vehicles, and leverage a relatively small budget to gain maximum impact and awareness for the launch.

OBJECTIVE:

The objective for this campaign was to send the creative message in a way unique to MINI that could propel the launch of the Clubman.



Based on proprietary owner and prospect studies, MINI identified four primary target groups. Each of the four targets fell under the overarching demo target of men 25-54 but had distinct individualistic characteristics:

- **Design-Oriented Statement Makers:** MINI is an extension of themselves and their unique, individualistic aesthetic
- **Social Connectors:** MINI is a daily mood enhancer, conversation starter, and social lubricant
- **Pragmatics:** MINI fits their traditional needs while making a nontraditional statement
- **Car Enthusiasts:** MINI is a street-legal go-kart with handling that matches its skills and daring nature

Our creative showcased the family of MINI vehicles within one overarching concept, “ZIG. ZAG. ZUG.” MINI zigged when we launched the original hardtop, it zagged when it introduced the convertible and zugged with the all-new Clubman.

STRATEGY:

The strategy was to tease the target for two weeks prior to launch, generating buzz and viral conversation. The creative showed a hint of the campaign (“ZIG” and “ZAG”), giving a taste of what was to come without revealing too much (no MINI logo, no car images). From February 1 to February 15, MINI blanketed its top “buzz” markets with high-impact wallsapes, bulletins, station dominations and bus shelters that were plastered with “ZIG. ZAG.” creative. The goal was to pique interest and generate a following before the car even hit the market. The full campaign launched on February 16, the official U.S. release date of the Clubman, unveiling “ZUG” with various out of home media as well as cable, online, print and more.

PLAN DETAILS:

Markets: Chicago, Los Angeles, Miami, New York City, San Francisco

Flight Dates: February - April 2009



Out of Home Formats Used: Bulletins, wallscapes, transit shelters, aerial banners, station dominations (Union Square in NYC, Embarcadero in San Francisco, Clark/Lake in Chicago)

RESULTS:

The “ZIG ZAG ZUG” MINI Clubman campaign was tremendously successful for MINI USA.

- Sales increased 28.6% versus last year, while the overall industry experienced an 18% decline
- MINI experienced their highest sales month in their history following the campaign with a peak increase of +54% in May
- New Clubman model inventory became sold out with a four- to eight-month wait period
- The U.S. market became MINI’s number one volume market

The out of home campaign also generated a plethora of buzz online. From photo-sharing sites to blogs to Twitter, the reactions ran the gamut from utter confusion (“What the F is Zig. Zag?!”) to realization (“I get it... MINI, I know it’s you”) to reluctant adoration (“Ok, so it’s obvious that in spite of myself, I secretly love the ZIG. ZAG. ads...”).

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