

Background

- Mini is a well-known and much-loved brand, but the brand wanted to launch a campaign that was going to do more than reaffirm this love; it wanted to drive footfall into its specific local retail centres. It was a huge business interest to get car buyers behind the wheel of a Mini and to therefore drive leads so that retailers could follow up and encourage test drives.

Idea

- Mini joined forces with its retailers to fund the first ever regionalised cinema campaign and get people across the UK to test drive its country model at their local dealership.
- In collaboration, Amplifi, Digital Cinema Media (DCM), Vizeum and Pearl & Dean created the first ever localised cinema campaign, spanning the breadth of the country.
- Copy was delivered to every cinema with a bespoke end frame, directing cinemagoers to their nearest Mini retail centre, resulting in 147 pieces of copy generated onto 439 screens.

Plan

- Every single cinema screen location was mapped and matched them to its nearest Mini retail centre, using DCM's Cinemapper tool.
- Cinemagoers up and down the country were treated to 30" edits of 'A Passenger's Guide to the New Mini Countryman'. The spots ran against hugely popular films such as *Sin City 2*, *Gone Girl* and *The Maze Runner*, which succeeded in driving over-delivery on planned admissions.



Campaign Details

Sector	Automotive
Target Audience	ABC1 Adults
Package	AGP
Creative Agency	Iris Worldwide
Media Agency	MediaCom
Duration	30' with 5' end frames. (13 weeks)

MINI

Mini at the Movies

Winner for best dynamic targeting in cinema



Results

Mini trumped its lead target, with the cinema campaign providing dealerships with 2,940 incremental and directly attributable test drives. Every single test driver walked away with a pair of cinema tickets, courtesy of their friendly local retailer, too!

Both Mini and DCM were delighted that they were able to set a new precedent in delivering a national campaign that could prompt a regional metric.



Testimonials

'We're delighted to have worked with our partners to deliver high quality, local content that communicates our brand values and makes people aware of the benefits of our new Countryman model.'

Michelle Roberts, General Manager,
Brand Communications, Mini

'DCM had the perfect opportunity to showcase our new mapping technology to reflect Mini's brand warmth. This is a true brand partnership where cinemagoers nationally will enjoy the creative on-screen, followed up with a regional end frame directing consumers to their local Mini dealer to book a test drive.'

Davina Barker, Sales Director, Digital Cinema Media

