the strategic thinking that led to the campaign

the marketing problem

PEOPLE THINK MINI IS A CHICK CAR.

→ SELL IT TO GUYS.



the thinking

Right. They are definitely small(er) and definitely cute. BUT, MINIs are incredible performance machines. They're BMWs inside. They're super fun to drive, very powerful, and they can corner like nobody's business.

(I owned an S model at the time and it was an absolute beast! I still miss it.) Plus, they have a legitimate racing heritage in Rally.



MINI VS. PORSCHE

the insight

MINIS ARE SPORTS CARS.
PEOPLE JUST DON'T KNOW IT
YET.



how that led to the work

MINIs are sports cars.

Guys like sports cars.

Let's reframe MINI as a sports car.

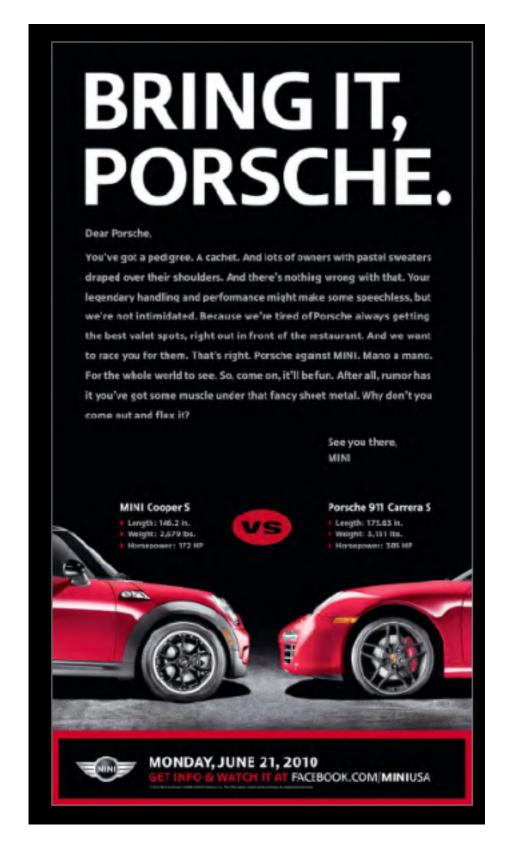
How?

What if we challenge *the very definition* of a sports car to a race? Let's challenge Porsche to a race!

MINI VS. PORSCHE

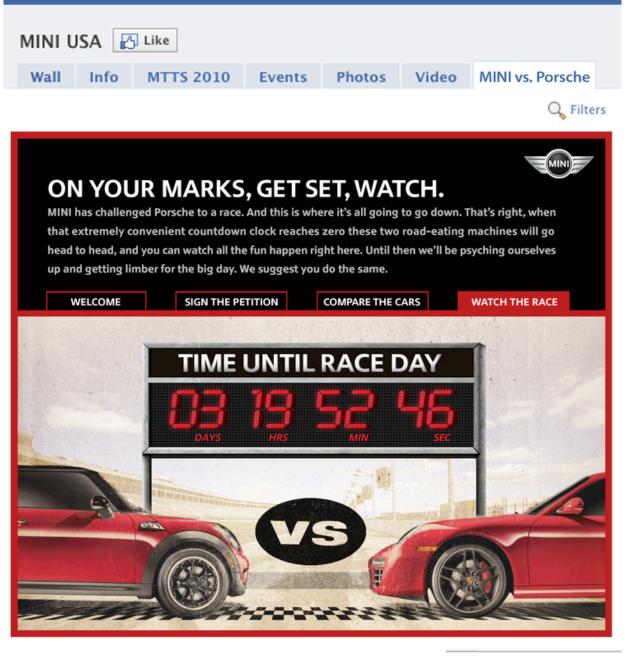
bonus points:

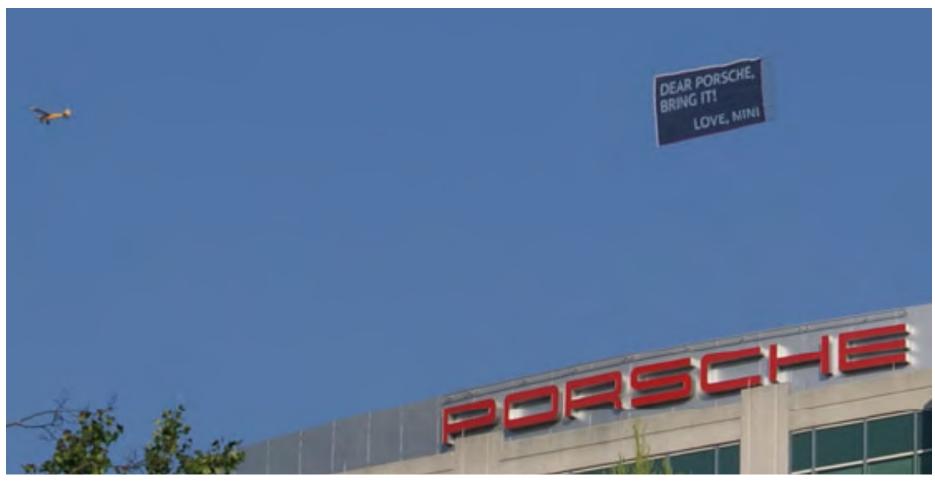
Even if Porsche didn't react or show up, the boldness of the dare and smack-talking (both pretty macho things to do) would draw enough news and attention to get people thinking about MINI in a different way.

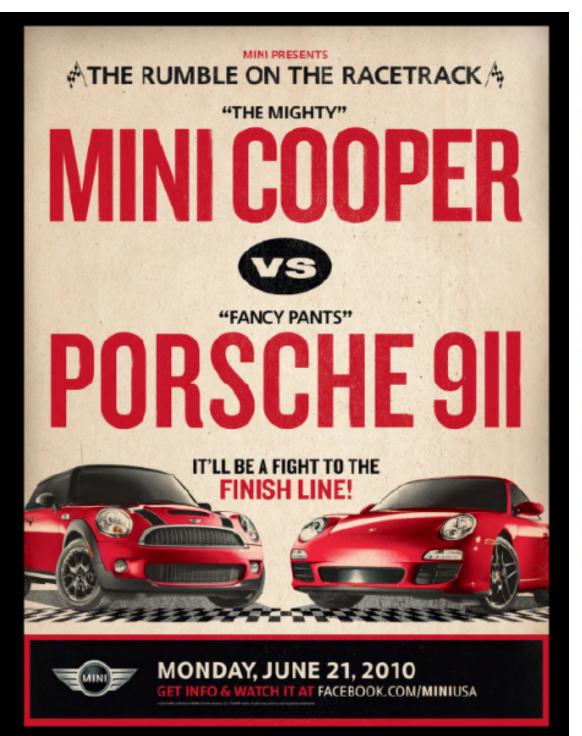




facebook









the campaign

HAD ONLY ONE TRADITIONAL MEDIA BUY, A FULL-PAGE AD IN THE NEW YORK TIMES, BUT IT WON A GOLD EFFIE.

