
MINI *vs.* PORSCHE

the strategic thinking that led to the campaign

MINI vs. PORSCHE

the marketing problem

PEOPLE THINK MINI IS A CHICK CAR.

→ SELL IT TO GUYS.



MINI vs. PORSCHE

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.



MINI vs. PORSCHE

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.

MINI vs. PORSCHE

BRING IT, PORSCHE.

Dear Porsche,

You've got a pedigree. A cachet. And lots of owners with pastel sweaters draped over their shoulders. And there's nothing wrong with that. Your legendary handling and performance might make some speechless, but we're not intimidated. Because we're tired of Porsche always getting the best valet spots, right out in front of the restaurant. And we want to race you for them. That's right. Porsche against MINI. Mano a mano. For the whole world to see. So, come on, it'll be fun. After all, rumor has it you've got some muscle under that fancy sheet metal. Why don't you come out and flex it?

See you there,
MINI

MINI Cooper S

- Length: 146.2 in.
- Weight: 2,579 lbs.
- Horsepower: 172 HP

VS

Porsche 911 Carrera S

- Length: 175.65 in.
- Weight: 3,151 lbs.
- Horsepower: 335 HP

MONDAY, JUNE 21, 2010

GET INFO & WATCH IT AT [FACEBOOK.COM/MINIUSA](#)



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MTTS 2010

Events

Photos

Video

MINI vs. Porsche

Filters

ON YOUR MARKS, GET SET, WATCH.

MINI has challenged Porsche to a race. And this is where it's all going to go down. That's right, when that extremely convenient countdown clock reaches zero these two road-eating machines will go head to head, and you can watch all the fun happen right here. Until then we'll be psyching ourselves up and getting limber for the big day. We suggest you do the same.

WELCOME

SIGN THE PETITION

COMPARE THE CARS

WATCH THE RACE

TIME UNTIL RACE DAY

03 19 52 46

DAYS HRS MIN SEC

VS



MINI PRESENTS

THE RUMBLE ON THE RACETRACK

"THE MIGHTY"

MINI COOPER

VS

"FANCY PANTS"

PORSCHE 911

IT'LL BE A FIGHT TO THE FINISH LINE!

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MINI vs. PORSCHE

the campaign

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

