Case Study: MINI Cooper

Project Challenge
MINI Cooper’s popular family of automobiles wanted to introduce their newest member, the ‘Clubman’, to American consumers with a non-traditional, high impact approach sure to generate relevant buzz and excitement surrounding the product.

Winning Strategy
Over President’s Day Weekend Attack! executed MINI’s avant-garde approach to product introduction in five major markets: New York, Los Angeles, San Francisco, Chicago, and Miami. In each city, professional drivers drove three different MINI models in tight, single-file formations through high-impact urban locations. The words “ZIG”, “ZAG” and “ZUG” were displayed prominently on the brightly colored vehicles, referencing MINI’s larger, multi-medium advertising campaign (First they ZIGged, then they ZAGged, now they ZUG’ed). The professional MINI drivers also served as brand ambassadors, enthusiastically communicating the MINI brand message, showcasing the Clubman to the public, and distributing the Clubman-focus book, The Book of ZUG.

Highlights
- Ambient Marketing
- Specialized staff training
- Brand Ambassadors
- Program management
- Flyer distribution

Results
The high impact visibility of the MINIs in key markets gave millions of consumers their first look at the Clubman. The driving teams’ routes targeted hot spots and key businesses in each market, attracting significant attention to the MINI spectacle. Over 1,000 copies of the Book of ZUG were distributed alongside nearly 500 spec sheets. Interested consumers were directed to MINI’s website for more information on the brand, increasing web traffic exponentially.

CHECK OUT THE VIDEO CASE STUDY ONLINE: http://www.attackmarketing.net/movie5.php