

MINI: Round Ireland Relay

Cawley Nea\TBWA & Vizeum



AGENCIES



CLIENT



AWARD

SMALL BUDGET
Sponsored by

SILVER



COMPANY PROFILE

We are Cawley Nea\TBWA – The Disruption® Company.

Founded in 1992 and part of the TBWA network since 2002, we are at the forefront of disruptive communications in the Irish market.

Disruption is part of our DNA and it's a pulsating way of thinking; more importantly, it's a way of doing the unexpected. It's an abhorrence of the wallpaper and the normal. And it forces us to work harder and go further for our clients than any other agency.

It's the tool that gives us, as an agency, our unique difference. This difference is the ability to look at our clients' businesses and find the disruptive white space for them, the white space that will provide growth for their business.

Disruption as a process gives the agency and its thinking sufficient rigour to dump the tired clichés of the past and rather create something of note. In fact, we insist on defying conventions and surpassing the status quo in order to drive change.

And Disruption works. Clients such as Electric Ireland, McDonald's, Bank of Ireland, Dunnes Stores, AIG, BMW and Mini have benefitted from Disruption. In partnership with our clients, we've created some of the most seminal moments in Irish advertising history with some landmark thinking and disruptive advertising campaigns.

But now it's not just ads. Disruption now inspires how we create, distribute and publish content on behalf of all our brands. It's helping to reshape our business into a more agile and responsive entity. In fact, it's why we're no longer called an advertising agency but the Disruption® Company, because advertising is part of what we do, but not everything that we do.

COMPANY PROFILE

Vizeum

In an increasingly convergent world, Vizeum's vision is to deliver fresh and challenging solutions that help our clients win. We achieve this through our guiding principle, 'Simple strategy, brilliantly activated', and through the application of our 70/20/10 model for innovation, to the way we manage our client's media budgets, all of which is underpinned by our bespoke research system, CCS, real-time reporting and market scale. Our position within the unique Dentsu Aegis operating model allows us to integrate best in class digital and outdoor planning, buying performance and technology through our partners in iProspect, PML, Amnet and Isobar. Our clients include eir Group, energia, Irish Distillers, Kerry Foods, IKEA, RTÉ, Burger King, Largo Foods and BMW MINI.

INTRODUCTION & BACKGROUND

Sharing The Fun All Over Ireland

Let's face it, test drives are usually pretty perfunctory and boring - it's just you and the dealer driving a safe distance on a well-defined route.

As experiences go, it screams 'BORING!'... especially if you're a fun, outgoing, sociable brand like MINI.

So we disrupted the notion of the test drive by creating The MINI Round Ireland Relay - the First-Ever-National-Collaborative-Test-Drive-Campaign to show just how good driving a MINI can be.

Connecting our network, one drive at a time

We invited potential MINI drivers to bring a friend with them to a MINI dealer and tasked them with test driving to another MINI dealer somewhere in our network - all we asked was that they made sure to stop off at the best places in Ireland on their way.

2,000 people applied to take part - and each entrant told us where they'd like to go. We whittled it down to 10 lucky finalists to circle the country, showing us their fun, fantastic and freaky favourite places to see along the way.

The Relay drivers had 24 hours to create and share as much content as they could for the chance to test drive another MINI along The Pacific Coast Highway!

INTRODUCTION & BACKGROUND

While we were hoping for interesting videos and tweets, what our drivers generated surpassed our expectations:

- ▶ **90,000 video views on Facebook**
- ▶ **Over 2,000 pieces of user generated content**

Though ultimately, the winner was MINI. Bringing the fun and social spirit of MINI to the conventional test drive experience resulted in:

- ▶ **A 53% increase in sales orders**
- ▶ **A 38% increase in test drives**

MARKETING OBJECTIVES

Our campaign was timed to coincide with the launch of the 152 registration plate. There was nothing mini about MINI's objectives - the requirements of this campaign were extensive:

- ▶ We needed to raise awareness of MINI Ireland's network of retail centres in line with the overall 152 campaign.
- ▶ We needed to generate sales and encourage test drives at our MINI retail centres.
- ▶ Sharing the fun of the MINI brand with our key audience.

THE TASK

Overtaking the competition in heavy traffic

In the automotive industry, there are two key sales windows a year. Our campaign coincided with the mid-year 152 plate change.

We were tasked with creating a shareable, social campaign that would be utterly different from the traditional 'model shot' and social upload approach that many conventional car manufacturers take. And because this is MINI, our idea had to have swagger, edge and fun.

Driving engagement through immersive storytelling

How do you execute a campaign across traditional and social channels in a compelling, continuous manner?

Our initial task was to generate a network of flows that will enable digital transactions around the MINI brand, information about the cars and experiences to inspire and nurture potential buyers. A well thought through social content strategy was necessary to ensure that the many lightweight interactions that unfold across all platforms are coordinated and are portraying MINI in a singleminded way.

THE STRATEGY

It all began and lived on with good Storytelling...

So what is a good story? Stories are the creation and/or reorganisation of information through experiences we can relate to and interact with, and which immerse us in a compelling way.

For too long, test drives have lacked fun and interaction. Our idea was to turn this experience into something fun, collaborative and utterly MINI.

The Round Ireland Relay was a truly immersive experience for drivers and involved every one of our MINI dealerships around Ireland. Our MINI driver's content brought the fun sensibility of the brand to life for everyone within their social circles and beyond.

Knowing our audience helped us to shape our campaign structure. We recognised them as young drivers (21-35), outgoing, sociable drivers with a national spread but who are proud of their origin.

Above all, our audience are tech savvy - social media is their broadcast media - and this would prove key to creating our competition mechanic, from how we connected with them, to how they reached out to encourage others to engage with our campaign.

We kept it simple...

We selected 10 MINI dealerships around the country as starting points. This ensured a national spread for entrants – and encouraged engagement between our audience and our dealers across Ireland.

The MINI Round Ireland Relay launched with local outdoor, national radio, geo-targeted online, Facebook, Twitter, and through MINI's network of retail centres. We also created minirelay.ie - a site that explained the full details of the campaign and shared content through all three phases:

THE STRATEGY

- ▶ Phase I – awareness and our call for entry
- ▶ Phase II – finalist selection, the MINI Round Ireland Relay and all its shareable content (which was uploaded live both on the website and through MINI’s social channels)
- ▶ Phase III – content collation to build anticipation of the final announcement, winners announced, brand film created and shared.

We supported the campaign with a period of CRM - when people entered, we sent them an email that not only detailed the campaign, but also featured key test drive and sales & finance messages about the MINI.

As the campaign progressed, we sent people further emails and reminders about where their nearest MINI retailer was located, and how affordable driving a MINI could be. At the conclusion of the campaign, all entrants were sent a branded MINI Round Ireland Relay film, supported once again by a test drive and sales details.

THE IDEA AND COMMUNICATIONS ACTIVITY

Who'd have thought it was possible to bring fun to a cross media platform AND gamification?

Yes. This really happened.

While our audience profiling suggested that we needed to take a cross media approach to this campaign, of equal importance was the need for local relevance and easy sharing.

We wanted Ireland to tell the story. 'Show us the best of Ireland; experience the best of Mini'. Here's how...

- ▶ We asked entrants to tell us who they'd like to share a leg of the MINI Round Ireland Relay with, and where they'd go on their journey. We also tailored outdoor messages and geo-targeted digital by county, to ensure our audiences everywhere felt included.
- ▶ On Facebook, we incentivised MINI Ireland fans through surprise and delight giveaways – again, placing fun at the heart of the campaign. Our audience didn't disappoint, sharing, conversing and engaging with every update!
- ▶ Over 2,000 people responded to the call, completing our entry mechanic with wild, weird and wonderful suggested stop-offs for the MINI Round Ireland Relay.

And then we moved into 6th gear...

Our start was to understand our audience's social and cultural relationships with Ireland and how they use them to express and define their engagement. This required creative interaction and an engaging format, because engagement is the price of entry to make social media an effective amplifier of MINI cars and the brand. The best way to drive consumer engagement was with crafted stories around MINI, and the user generated content (UGC) was the fuel that powered the stories, so the call to action was designed with sharing in mind. This approach allowed other people to use it to tell their MINI story to their friends and followers, which in return built the MINI social currency.

THE IDEA AND COMMUNICATIONS ACTIVITY

The media formula was simple:

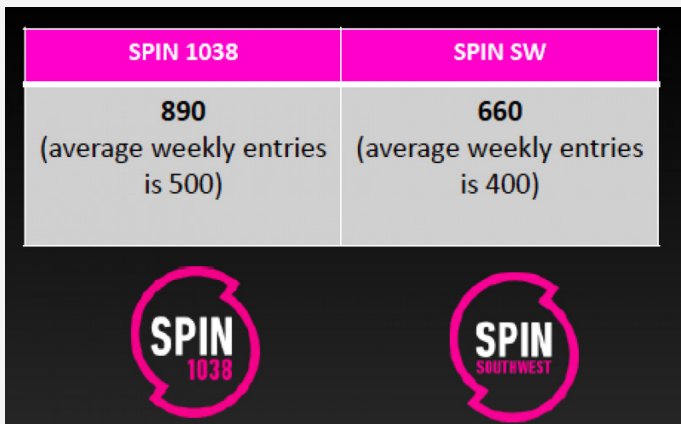
1. We turned social media into popular media to drive engagement.
2. The Engagement led to relationships.
3. And this return of relationship (ROR) drove return of investment (ROI).

MINI: Round Ireland Relay

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Source: Vizeum, Round Ireland Relay Campaign Analysis



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RESULTS

When the MINI Round Ireland Relay campaign kicked off, we were overwhelmed by the quality and volume of content our finalists created:

- ▶ **Over 2,000 individual pieces of user generated content**
- ▶ **Videos were viewed over 90,000 times**

However, it was their enthusiasm for sharing – and for their wider social circles sharing on – that proved we were on the right road.

In the end, and with the four corners of the country covered, we'd achieved our primary objective of sharing the fun of MINI with our key audience and celebrating the best of Ireland.

The success proved our initial media strategy: when engaging with our audience through social media, we needed to think of it as media but with a built-in audience.

With a spend of €80,000, the MINI Round Ireland Relay campaign resulted in a 53% increase in sales orders and a 38% increase in test drives. These figures have been quoted by MINI as being within a 5-week period after the campaign. With social at the heart of it, the campaign also saw 321 online configurations on MINI.ie, 2,000 unique competition entries, 90,000 video views on Facebook and over 2,000 pieces of user generated content created.

Total Facebook unique engagement was an impressive 9,930 with a reach of 419,000. Round Ireland Relay achieved 7,010 Facebook post likes, 1,355 comments and a total of 213 shares.

By supporting the campaign with CRM, we've also enriched the MINI database with worthwhile and interested potential customers.

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RESULTS

With 570 competition entries in the bag from online engagement, we had also ran a promotion with Spin 1038 which had contributed hugely to the number of entries we had received. They had followed the relay and posted accordingly, while they also ran a competition to win luggage for people's travels who wished to enter.

The luggage really appealed to listeners and competition entries were higher than average. With a reach of 71,488, 1,014 likes, 1,497 comments and 393 shares, this small part of the campaign had a fantastic result.

The promotion with Spin 1038 worked really well; the mechanic was fun and engaging, and it was great to have an on-street element with the promotional teams driving the MINIs across the county and sharing our MINI Round Ireland Relay mechanic.

IMPACT ON BEHAVIOURAL ACTIVITY AND PAYBACK

MINI has always been about fun, but as every car brand knows, getting people from consideration mode to sitting behind the wheel for a test drive can be a difficult task. We succeeded in getting our audience to do just that.

We promoted and connected the national MINI network, generated a rich and relevant database for dealers. Our winners generated amazing content across a range of social platforms - and thanks to their enthusiasm and their peers, we bumped sales by 53%. Who would have thought.

We generated active commitment (consideration and purchase intent) from the audience, and opened the door for budding relationships with this younger, socially savvy audience. We had empowered them and made them an integral part of the MINI brand and cars.

The MINI brand had benefited from online WOM (or should we say Word-Of-Mouse) while spreading awareness of our fun-loving and youthful values. We reached highly interconnected audiences in doing so and firmly implanted the brand on many people's radar. And we did this all by communicating with them where they already are, and in a way that they value.

NEW LEARNINGS

Social proof's role in decision making when buying a new car.

In today's world of the hyperconnected customer, more and more purchase behaviour is primarily driven through social influence as opposed to independent choice. We are heavily influenced by social signals about products and experiences, from reviews and referrals, to our social media likes, shares, and comments. The impact of networks is considerably greater than to learn independently about qualities of cars or their social value. Successful car campaigns can heavily benefit from the integration of an online and offline strategy to drive social propagation, one that leverages car brand enthusiasts into a sales force that connects with their network to drive peer-to-peer decision making.

SUMMARY

MINI had taken what would be considered a miniscule budget in the automotive industry, and turned it into something truly effective which had resonated with an audience that - let's face it - aren't too interested in what car brands have to say.

Brands in the automotive space are trying desperately to lure people in for a test drive, so that they can at least get people into the purchasing funnel. But while they conventionally communicate the features and benefits of the car itself, they're not communicating what it is like to be the brand. MINI had executed perfectly what it is they stand for as a brand as well as their Irish presence, while impressively disrupting the sometimes "boring", but necessary evil test drive.

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MEDIA GALLERY

Outdoor

THE MINI ROUND IRELAND RELAY
10 ROUTES
10 DRIVERS
TO WIN THE
ULTIMATE
USA ROAD TRIP

SIGN UP AT MINIRELAY.IE

MINI 7-DOOR HATCH

SHOW US WHAT YOU'VE GOT SLIGO.
JOIN THE MINI ROUND IRELAND RELAY
TO WIN THE ULTIMATE USA ROAD TRIP.

SIGN UP AT MINIRELAY.IE

Microsite

HOME ABOUT CONTACT PRIZES

MINI ROUND IRELAND RELAY

10 DRIVERS, 10 ROUTES,
TO WIN THE ULTIMATE USA ROAD TRIP.

Do you have what it takes to join the first ever MINI Round Ireland Relay Team? We have 10 routes to choose from and drive all the way to the ultimate USA road trip. Around the world, and back home to Ireland. You'll have to be a true road warrior to win the ultimate USA road trip. Sign up now at [minirelay.ie](#).

CONFIGURE A MINI
REQUEST A BROCHURE
TEST DRIVE A MINI

OK! I'M IN. SIGN ME UP >

THE PRIZE, ARE YOU GOING TO SAN FRANCISCO?

Winning driver will be given a complimentary road trip to San Francisco, including a round-trip flight to San Francisco, a car rental, a hotel stay, and a round-trip flight back to Ireland. Plus, a \$10,000 cash prize to spend on anything you want in San Francisco.

MINI 7-DOOR HATCH
MINI 5-DOOR HATCH
MINI 3-DOOR HATCH

HOME ABOUT CONTACT PRIZES

MINI ROUND IRELAND RELAY

HOW IT WORKS

It's your choice to drive the MINI Round Ireland Relay. You'll have to be a true road warrior to win the ultimate USA road trip. Sign up now at [minirelay.ie](#).

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ADF AWARDS 2016

MEDIA GALLERY

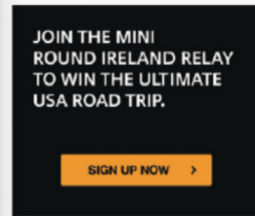
Digital



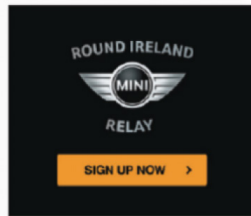
Frame 1. Open on MINI hero shot.



Frame 2. Type flies in from left.



Frame 3. Type flies in from left. CTA pulses.



Frame 4. Light shimmers off the silver logo. CTA pulses.

CRM E-mails

