

MINI Hammer & Coop

Problem

How do you educate your audience about a new model of an already well-recognized car?

Solution

Use OOH formats to create an unexpected identity for the car.

Background

The MINI Cooper had been in the U.S. market for five years when it launched an all-new version of the car in 2007. This move posed some unique marketing challenges outside of the limited budget, since it wasn't likely the average consumer would be able to tell the difference between the existing car and the new model.

Objective

The campaign had three main objectives:

1. Launch the all-new 2007 MINI by creating an entertainment and content-driven campaign that would deliver unparalleled exhilaration, masculinity and car-culture relevance.
2. Simultaneously drive buzz, excitement, publicity and viral participation online.
3. Target men 25–54 who possess the MINI mindset. These men are smart, creative, culturally aware, individualistic, forwardthinking, young at heart, adventurous, openminded, tech-savvy, design-oriented, curious and engaged in life.

Strategy

The creative and media strategies were truly integrated from the start. The creative team developed a “movie” made up of various webisodes starring the new MINI in the vein of the 70s TV show Starsky & Hutch. The campaign was dubbed “Hammer & Coop,” presenting “Coop” as a powerful 2007 MINI and “Hammer” as a lovable tough guy fighting the forces of evil, all the while showing off the cool attributes of the new car. In keeping with the creative direction, the media team mimicked the promotional marketing strategies of a major motion picture release.

OOH was used as a key strategic vehicle because it allows for high impact and larger-than-life formats for creative buzz, as well as targeted coverage to each of the 82 MINI dealer locations across the country. It is also a popular medium with movie studios, enabling the Hammer & Coop campaign to be perceived as a real movie release and creating the opportunity for a tease-and-reveal aspect of the campaign.

Plan Details

The teaser phase ads were void of any MINI logo in order to appear as a genuine new movie release. Thirty-second spots aired as “trailers” alongside movie posters and plasma screen lobby displays in movie theaters nationwide from January 29 to February 16. In addition, bulletin spectaculars drove buzz and stir up anticipation for Hammer & Coop in major markets like New York, Los Angeles, and Miami.



The “movie” launch coincided with the official U.S. launch of the new 2007 MINI on February 17 through an array of integrated media. Out of home was a driving force in the launch campaign. In movie theatres, the 30-second trailers were swapped out for a new spot announcing the launch of the webisode movies at HammerAndCoop.com. Snipes and 3-D embellishments were added to the spectaculars, featuring the dynamic duo arriving on the scene.

Results

This campaign was truly an original. It successfully launched the new 2007 MINI Cooper across multiple communication channels in a highly creative, integrated and unique way. Its goal was to plant our campaign characters in pop culture in never-been-done-before ways. It delivered on these objectives while reinforcing the brand attributes of masculinity, exhilaration and car culture. And it dramatically and successfully increased leads and sales.

- Record high sales in May, June and July, with overall sales +7% vs. -2% for the industry
- Advertising was cited as the number one source for awareness of the new model
- Top-of-mind awareness was +25%, matching its highest levels ever
- Masculinity of the brand was +45% vs. 2006
- Traffic to MINIUSA.com +48%
- Saved vehicle configurations +48%
- Dealer site traffic +47%
- Leads to dealers +15%
- 5.49 minutes average time spent on HammerAndCoop.com

