

MINI COOPER 2021 SE

2021 INTEGRATED ADVERTISING
CAMPAIGN RECOMMENDATION

MK 342 SN-1 Advertising

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Situation Overview

Increasing awareness of the Mini Cooper SE 2021 and informing consumers on how the vehicle stands out compared to other electric vehicles in order to increase sales are the primary objectives. Furthermore, there is a need to increase consumer comfortability driving an electric vehicle as well as educating consumers to understand the benefits of driving an electric vehicle. A secondary problem is expanding market reach beyond just English-speaking areas.

There is a saturation of the electric vehicle market due to many companies making new electric vehicles. Therefore, the competition the Mini Cooper 2021 SE will face is with luxury electric cars (Tesla, Lucid), other electric vehicles (Volkswagen ID 4, GM, KIA, Nissan LEAF), gas powered vehicles, and hybrid vehicles.

The primary target market is younger millennials who are recent college graduates and have an income level between \$50,000 to \$75,000. It will also include states with chargers commonly available- California, Texas, New York, etc. The target audience would live an active, outdoors lifestyle who are democrats as well as environmentally conscious. Streaming services are the primary form of media consumption and they are social media users (YouTube, Instagram, TikTok, Pinterest).

The secondary target market is Mini Cooper enthusiasts who are 55-64 years old and have a high disposable income. They are open-minded empty-nesters looking for adventure. They watch cable TV and some streaming and sometimes use Facebook.

Big Idea Concept

Mini Cooper is a classic legacy brand. A brand driven by performance and has an excellent following. According to market research, car advertising works best when advertising to existing customers as the cost of acquiring a new customer is very high. This is why our campaign will be highly focused on performance. In fact, from what we've seen one of the major things holding people back from transitioning to electric cars is their commitment to performance and their concern that electric vehicles simply won't provide the same experience a traditional vehicle does. As many of our existing

customers will undoubtedly be worried the performance of our new car will falter due to it being electric we will convince them otherwise. The slogan for this campaign will revolve around the existing revolutionary spirit that exists in the world today as many fight for social and economic change.

Today in America and around the world there is a tense cultural upheaval where people are attempting to fight systemic injustice. Our goal is to harness some of this revolutionary spirit, and to remind everyone about how Mini Cooper has always been a revolutionary brand that is now embarking on their next big move.

Thus due to Mini Cooper's unique position as a revolutionary company we are in a position to comment on current sentiments in a very positive way while also relating very well to our target audience by imbibing the revolutionary spirit found within rock and roll, today's culture and our product.

This revolutionary emphasis will have to affect every aspect of our creative and media planning. We need to make sure that we are properly channeling the revolutionary spirit we are looking for most simultaneously controlling the narrative so that people don't take our message the wrong way and that it comes across in a positive light as it would be very possible for us to quote unquote fly too close to the sun. It makes it imperative that we control the narrative around our campaign. We need everyone to understand that this ad is addressing both environmental and performance concerns and that the spirit of our ad, while emphasizing aspects of social revolution, is not a cultural war issue as we do not want to be divisive or triggering and get bogged down with negative press from either side.

Creative Plan

Our goal is to convince the audience to buy a new electric car from Mini Cooper. They should feel intrigued by this new model and interested in owning one. It should be an ad that immediately captivates the eye of anyone who sees it.

In order to achieve this goal, our team created the advertisement "Your classic look, with a revolution under the hood." This includes a video displaying the various engines of the

Mini Cooper from the original model of 1959 to the current electric engine of the Mini Cooper 2021 SE. Furthermore, the advertisement would highlight the evolution of the rock and roll music industry including various memorable artists from different generations like the Beatles, Kiss, The Rolling Stones, Arctic Monkeys and many more. This would show how the Mini Cooper has an impressionable driving experience unlike no other, just like how the Rock and Roll allstars changed the way people viewed the music genre for years to come. Throughout the video there would be an extreme emphasis on the word 'Revolution' as the Mini Cooper is a revolutionary vehicle that has a unique driving experience and would cater to both our primary and secondary target audiences.

For promotional purposes, our objective is to sponsor two music festivals: Coachella and the North Coast Music Festival. Coachella is a famous annual music festival hosted in California and caters to our primary target audience. The North Coast Music Festival is a Rock music festival that is very well known and attracts our older, secondary target audience who love Rock and Roll. The logo of the Mini Cooper would be displayed at both events on banners near the stage as well as an actual Mini Cooper 2021 SE would be on display to the left of the stage.

There would be a social media contest at the festivals that includes the participant posting a photo with the Mini Cooper on their social media outlets with the hashtag #RevolutionUndertheHood. The participant who gets the most engagement on their post would be awarded the brand new Mini Cooper 2021 SE at the end of the festival. This will be a guaranteed way of getting publicity for the new car. Likewise, during the intermission of the festivals, our video advertisement will be displayed on the big screen on stage for the crowd to see and there will be free koozie's with the Mini Cooper logo on the front and #RevolutionUndertheHood on the back given out at the refreshment stands. Our goal is to have almost every person who has a drink to have the Mini Cooper brand in their hand making it impossible to ignore.

Media Plan

The media strategy of this campaign is to efficiently reach our target audience while also investing into some avenues that will reach a broader audience to raise awareness for our campaign and increase sales for the Mini Cooper 2021 SE. Mini Cooper already has high brand awareness so we want to inform consumers on our product. Another goal of the campaign is to show consumers that the Mini Cooper brand is adaptable and willing to adjust to the times.

Our primary target media audience is younger millennials that are recent college graduates with an income of around \$50k-\$70k with active, outdoor lifestyles. Streaming services are their primary form of media and they also use social media a great deal (Youtube, Instagram, TikTok and Pinterest). They also are avid music and podcast listeners mainly on apps like Spotify. Our secondary media target audience are about 55-64 years old with high incomes. They are empty-nesters looking for adventures and they consume a lot of cable TV such as the news and daytime television and use some streaming services. They are not huge social media users but they do frequently use Facebook and enjoy magazines.

We are going to purchase data driven linear TV that will focus on channels that would target “adventurous environmentalists” because this is a description that fits both of the target audiences for this campaign. This will be done upfront in order to be cost efficient and access the best programs for the Q3 (2021) -Q2 (2022). Also, we would like to target the morning news that tends to have more democratic viewers such as CNN and NBC as well as some of the syndicated games shows such as Wheel of Fortune and Jeopardy to get our older target media audience. We want to run the “Revolution Under the Hood” commercial during The Grammy’s due to the campaign’s connection with music. Youtube is an important media channel for our campaign. We will run 15-second non-skippable ads on Youtube channels that have younger millennial audiences. We also will be looking for channels that have bilingual audiences and will be offering our ad in Spanish on the channels that have bilingual audiences.

We also plan on working with some youtube creators (1 million + subscribers) that are located in our 5 target cities. We will have them vlog themselves going to a Mini Cooper dealership and test driving the car and telling their loyal subscribers about how incredible the vehicle is. We will be investing into Spotify ads due to our media target being very interested in podcasts and streaming music. As far as social media, we will be using Facebook and Instagram in-feed ads to show our commercials to reach both of our target media audiences. We will also buy an ad spot in National Geographic to reach our adventurous consumers. We would purchase a digital display banner ad spot on New York Times due to consumers being interested in news and consume their news digitally on their mobile devices and online, as well as a digital display banner ad spot on Amazon because it is a very high-trafficked website with a large reach. Non-brand search spots on Google would be useful to our campaign due to the Mini Cooper brand already being well-known. We would look for searches with “electric car” and “new car” to get consumers that are in the planning stage of purchasing a vehicle.

Also, we would be purchasing large units out of home ad spots in all 5 target demographic areas which will be located in Times Square, Sunset Boulevard, Route to O’Hare, 93 and I-95. Additionally, using local radio and streaming in New York, Los Angeles, Boston, Miami and Chicago to help reach our target geographic areas We will be sponsoring some big music festivals to connect with our creative plan which are Coachella in April 2021 as well as the North Coast Music Festival in Chicago so that we connect with both of our target markets.

The media will be rolled out over the course of 12 months starting in Q3 (2021) - Q2 (2022) and here are the details of the plan:

Figure 1:

Medium	Cost	July	Aug	Sep	Oct	Nov	Dec	Jan (22)	Feb	March	Apr	May	June	Total
National TV: Early AM	\$ 200,000													\$ 1,800,000
National TV: Cable TV (Targeted at "Adventurous Environmentalists")	\$ 1,300,000													\$ 10,400,000
National TV: Syndication	\$ 60,000													\$ 360,000
Premium Video: Youtube	\$ 150,000													\$ 1,800,000
Suberbowl	\$ 5,000,000													\$ 5,000,000
Grammy's	\$ 1,000,000													\$ 1,000,000
Premium Video: Hulu	\$ 150,000													\$ 1,800,000
Spotify	\$ 70,000													\$ 840,000
National Magazine: National Geographic	\$ 200,000													\$ 1,000,000
Digital Display	\$ 450,000													\$ 1,800,000
Facebook	\$ 600,000													\$ 7,200,000
Instagram	\$ 600,000													\$ 7,200,000
Search: Google	\$ 420,000													\$ 5,040,000
Local Radio + Streaming all 5 locations	\$ 90,000													\$ 450,000
Large Billboards: all 5 locations	\$ 121,000													\$ 1,452,000
														\$ 47,142,000
Sponsorships and influencers	various \$													\$ 2,858,000
														\$ 50,000,000

Performance Metrics

Given that our goal with this campaign is to reach very different audiences, it is important to have media that will reach the markets. For the younger millennials, that would include social media, influencers etc.

Since we will be popping up in social media platforms such as Instagram and Facebook, it is important to use engagement and impressions to evaluate how many and how people are interacting with the accounts. Getting more in depth, it would be interesting to measure the number of posts that tagged the accounts, or have used a hashtag created by us.

For the Youtube Ads, given they are a form of digital media we can use the Click-through rate (CTR). This will give us the number of people that click the link or the site displayed in the ad relative to the number of total viewers. Also, since we will be using Youtubers with followings of 1 million +, an efficient metric would be engagement

as well as Earned Media Value (EMV). Both of these will measure the impact of the content, and how engaged the audience is with the influencer's content.

For the streaming service ads, given there is no direct link we can follow to see the reach, we have to use a different type of KPI. One option could be the cost-per-site-visit (CPSV) metric to let us know if people are visiting the site after viewing the ads. Since a car is probably bought in store rather than online, another proper metric would be the lower funnel store visit/purchases.

For the different ads on TV (Superbowl, Grammys, Early AM TV, Cable TV, etc), as well as for the billboard displays, a proper metric could be the reach/frequency since we are planning on targeting a couple of different markets. This will help us see what markets we are reaching better and where we need to improve. In terms of both DMA markets and the different audiences, we need to figure out where these ads are being more effective. With in store visits as well as website visits, we will also be able to measure the effectiveness of these ads. Depending on where sales or visits are higher, we can change the allocation of the budget.

Appendix

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