

INTRODUCING MINI CARMONICA

The Mini is one of the world’s most customisable cars with literally millions of custom combinations. Our task was to make New Zealanders aware of the sheer mindboggling ways you can customise a Mini. Introducing the world’s first Carmonica. A car featuring over

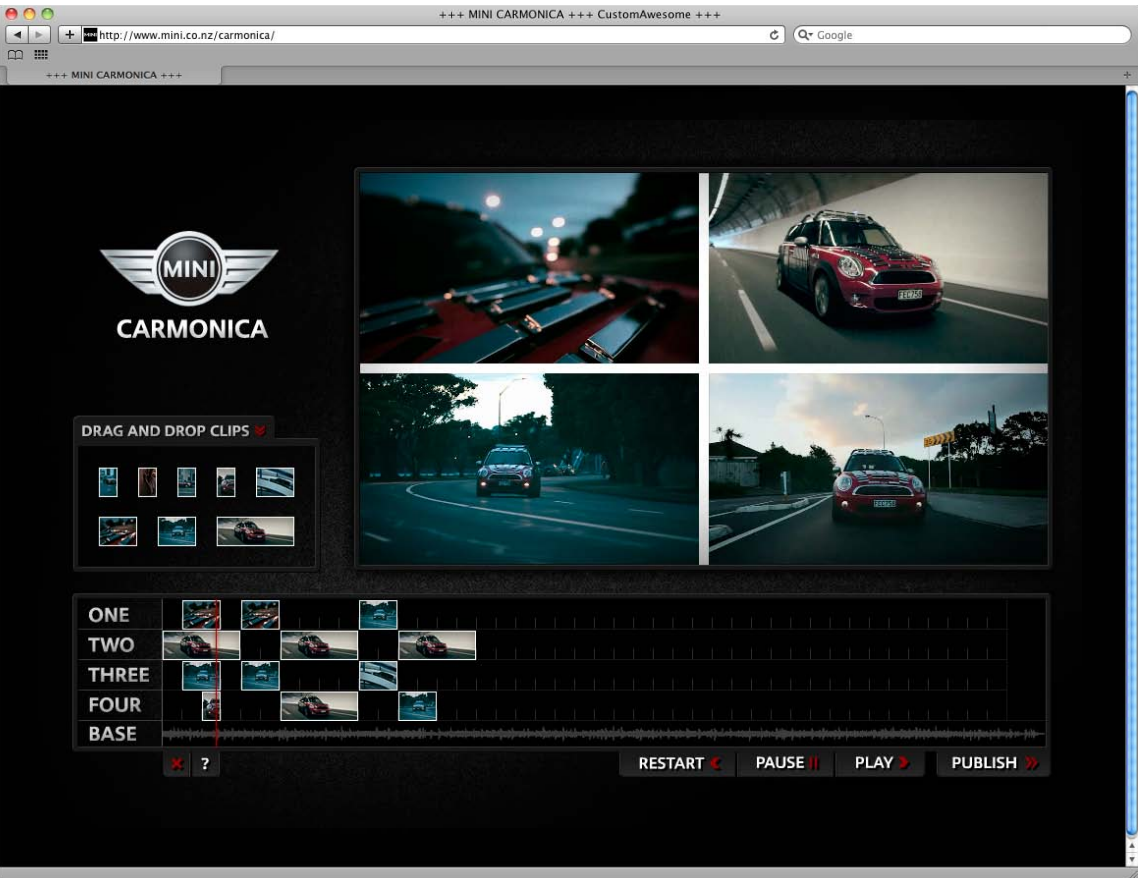
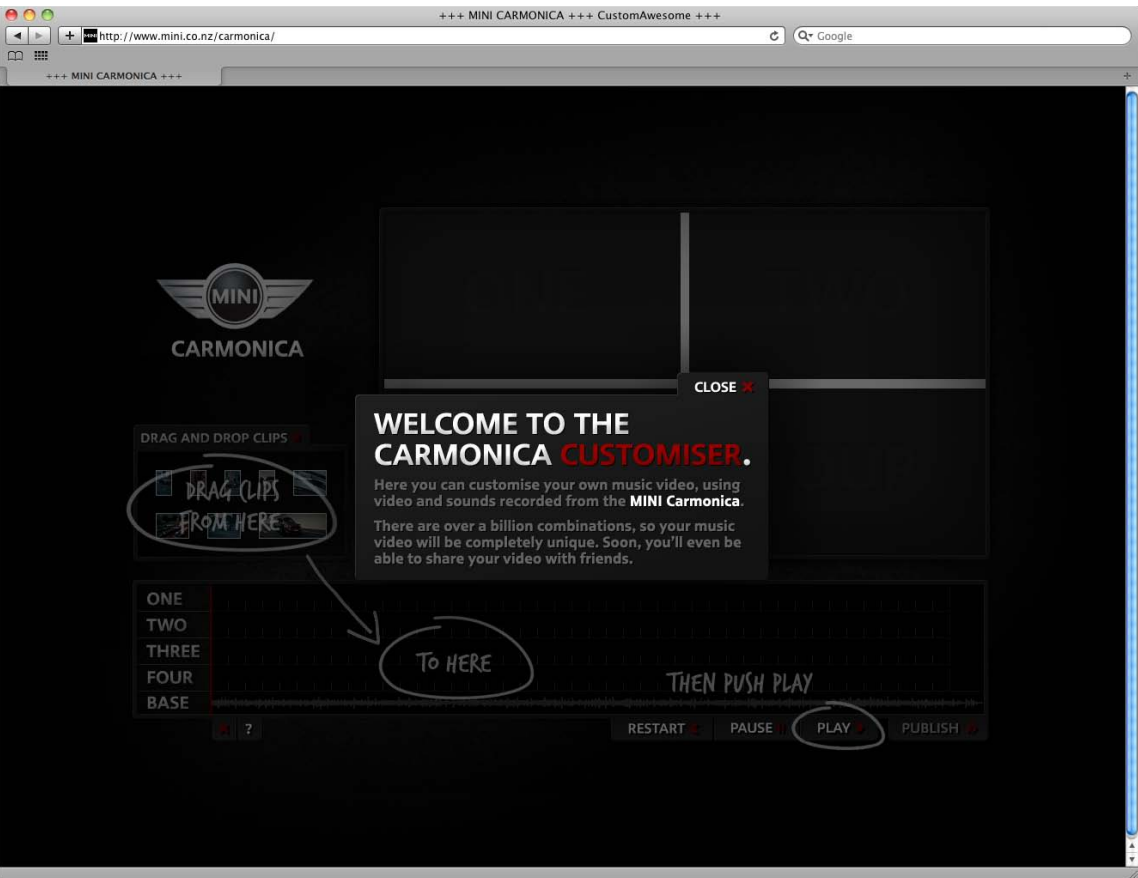
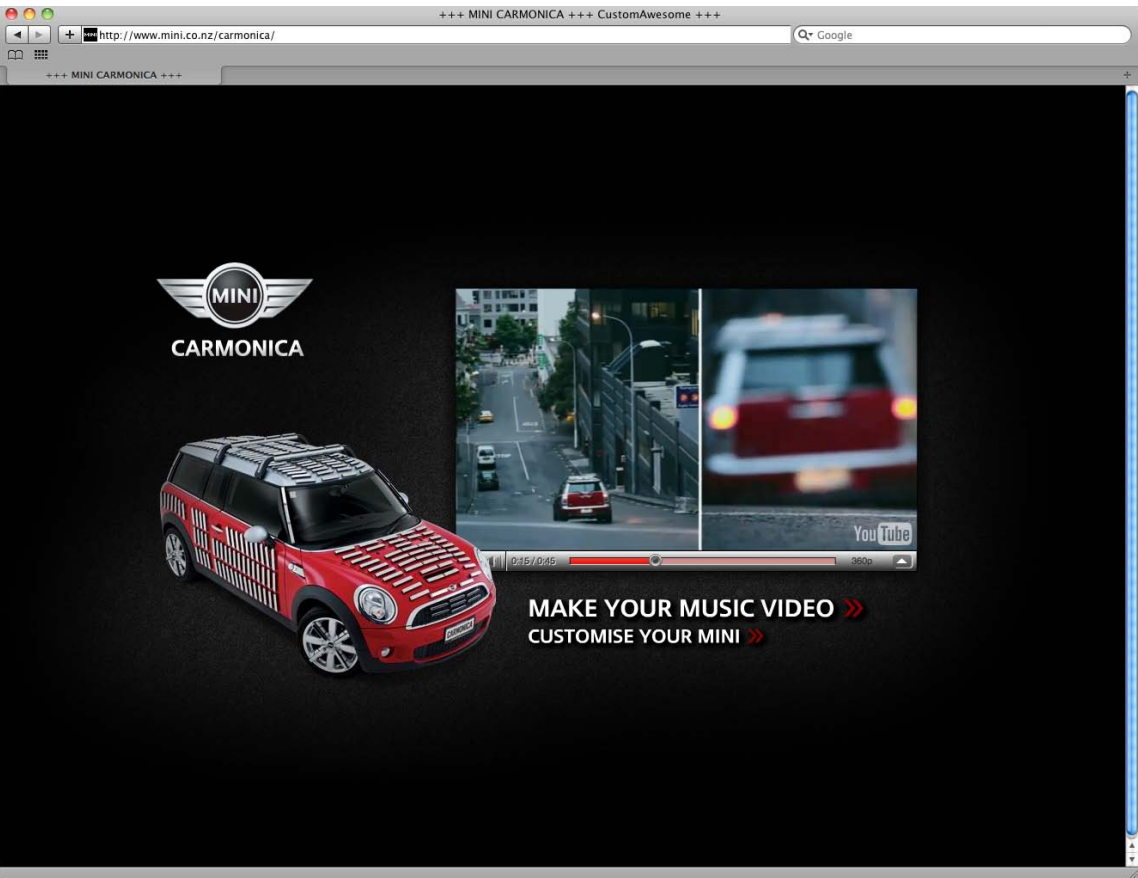
300 harmonicas and an idea that pushed Mini’s customisation promise to the fullest. We’ve all seen custom sound systems before but not like this. The Carmonica campaign appeared as TV, ambient and online complimented by the theme, CustomAwesome.



A 45 second TV spot and viral ad ran with the car literally humming about the city. These fed back online where the customisation message was brought to life even further.



As ambient, the car toured music festivals, car shows and the streets of New Zealand giving prospective customers the chance to test-drive.



The web aspect allowed users customise their own Mini music video from footage of the Carmonica in action, which could then be shared on Facebook. Information on each user was also fed back to the dealers themselves.