

MINI

Challenge

To inspire the target audience into stop doing and thinking the things they normally do and to try something different, something out of the ordinary, something 'other'...

Solution

Our idea, which was integrated across several online and offline channels, was "The Other Lunch Break" - *Learn Something Useful In Your Lunch Hour*

Over a 5 week campaign window MINI offered Londoners the opportunity to make the most of their hard earned lunch break by acquiring 'essential' new life skills! Skills that will fully equip you for any circumstance that might be classified by the box marked 'other' for example 'talk your way back into that will', 'moonwalking for beginners' & 'meet the parents'.

While we are unable to provide a detailed overview of this case study (due to client confidentiality), we would be happy to talk you through our approach on how we move businesses and brands forward through experiential marketing.



Please call Stephanie Nattu on
0207 073 7104
to set up an appointment or email
stephanie.nattu@momentumww.com

