

Awarded Creative Circle Silver and MINI Global Award for the Best Ambient.

Cunning.

Client:
BMW MINI

Project:
Convertible Launch –
Park and Play



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Challenge:

MINI wanted to turn convention on its head and launch the Convertible in a completely new and refreshing way, targeting style influencers.

Strategic Thinking:

For high-end, Intersection-reading consumers, driving is more about lifestyle than utility. So, our launch activity did not have to demonstrate any direct functional benefit. The rationale was let's entertain rather than sell and in doing so disarm the most discerning, hard-to-reach consumers. This resulted in an engaging, entertaining show.

Idea – MINI Theatre 'Park and Play'

Cunning transformed a MINI Convertible into an open-air theatre, which toured nine cities throughout the UK, performing outside the most stylish pubs and bars. The activity was called Park and Play and was designed to gently mock the stuffy persona of traditional theatre.

Four abridged iconic film stories were reenacted. Chariots of Fire, Frankenstein, Robinson Crusoe and 2001: A Space Odyssey were transformed into short one-minute performances, spanning a whole evening of entertainment. The plays were designed to come across as lo-fi and very spontaneous and impromptu.

In between each performance there was a 20-minute interval. Audiences were handed a subtly branded spoof theatre programme outlining the rules of the theatre (a little different from what you'd usually expect) and showcasing a preview of each performance.

Subverting canonical fiction paralleled the way that MINI – whilst originating from Germany – has been subverted (read: appropriated) by the British.

Park and Play was awarded a Creative Circle Silver and voted best ambient execution by MINI globally.

Results:

An estimated 13,730 saw the plays. In addition, the event was picked up by The Evening Standard, The Manchester Evening News and Leeds Evening Post.