

MINI
POPSUGAR Roadtrip



Nov 2014



Campaign Overview

1 SOCIAL MEDIA
EDITORIAL DIARY:
ROAD TRIP WITH MINI

2 TARGETED HIGH
IMPACT DISPLAY

MINI were looking to encourage test drives of their new MINI One. They wanted to specifically target young, fashion conscious young women. They wanted unique, integrated opportunities that would speak directly to their key demographic. As innovation is a big part of MINI's brand they needed something that stood out from their competitors, and embraced the spirit of their culture.

POPSUGAR ran a social media diary, utilising our Publisher and Fashion Editor to document their trip down to Melbourne from Sydney, to arrive on the Oaks Day Races. They drove for a whole day, documenting the road trip through POPSUGAR's Instagram and Facebook pages. Posting photos throughout the journey, subtly showing off the MINI One as well as some beautiful destinations along the way. The trip ended with the POPSUGAR team driving into the Oaks day races for some final shots in front of the fashions on the field. The campaign was also supported with High Impact Display on the website.



MINI HATCH ROADTRIP

Updated about 3 months ago

Alison and Jasmine hit the road in a MINI, making their way from Sydney to Melbourne to judge Fashions on the Field at Crown Oaks Day! Beep, beep.



POPSUGAR Roadtrip

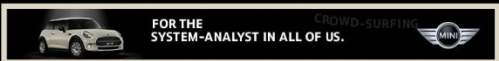
EDITORIAL SOCIAL ROAD TRIP DIARY FEATURING THE MINI HATCH

We drove a MINI to Melbourne to arrive on the day of some event to so something cool for MINI using social. Blah blah....

- ★ 20 images
- ★ 1 Facebook Gallery
- ★ 6 Instagram posts

Likes & Shares

708



MINI FROM \$28K.*

MINI FROM \$28K.*

FIND OUT MORE

MINI FROM \$28K.*

MINI FROM \$28K.*

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FIND OUT MORE

MINI FROM \$28K.*

LATEST FASHION

SHOPSTYLE.COM.AU 7 MINUTES AGO

Shop the Ultimate Christmas Gift Guide



BY JASMINE GARNSWORTHY

MOST SHARED

VIEW ALL

24 Great Gift Ideas to Shop Online This Christmas



9 SHARES

6 Style Tips to Take to the Office



7 REACTIONS 13 SHARES

WEDDINGS 1 HOUR AGO

This Real Bride Wore 3 Dresses to Her Destination Wedding



BY GUEST WRITER

1 REACTIONS 4 SHARES



TRENDS 3 HOURS AGO

23 Real Couples Who Gave Up Their Engagement Rings For Tattoos



With love this eternal, who needs a diamond?

BY SARAH WASLAK

3 SHARES

TRENDING

This Real Bride Brought Modern Touches to Her Traditional Wedding

35 SHARES

20 Australian Designers Every 20-Something Should Know

45 REACTIONS 89 SHARES

23 Real Couples Who Gave Up Their Engagement Rings For Tattoos

3 SHARES

*Terms and Conditions apply.

High Impact Display

TARGETED TAKEOVERS:

HOMEPAGE, FASHION & CELEBRITY

CTR

0.06%

Final Summary

POPSUGAR enabled MINI to reach their target demographic, engaging young fashion conscious women with the MINI brand and importantly the new MINI One. Using the POPSUGAR editorial team offered a unique, integrated and credible series of social media posts, aligning the car with our fashionable, aspirational brand and in turn driving desire for the car itself.

20

Editorially produced and promoted social images of the team using and driving the MINI Hatch to the Melbourne Cup

0.06%

Average CTR on all targeted high-impact display

708

Likes and shares for 7 sponsored social posts





sales@alluremedia.com.au