

THE MINI CREATIVE CHALLENGE

LIKE THE CHANCE TO WIN \$5,000 IN CASH PRIZES WHILE SHOWING OFF YOUR BIG IDEA?

CREATIVE MAGAZINE, IN CONJUNCTION WITH MINI, IS GIVING AGENCY CREATIVES THE OPPORTUNITY TO CREATE A CAMPAIGN FOR THE MINI D. ALONG WITH AN ANNUAL PRIZE OF \$5,000 TO BE WON, THE WINNING CAMPAIGN WILL ALSO BE SHOWCASED IN THE UPCOMING ISSUE OF CREATIVE.

BRIEF: Create a one-off print ad or a print campaign (minimum of three ads in any print format) to promote the new MINI D as one of the most economic and environmentally friendly cars in Australia.

The MINI D has recently been launched to the Australian market. The MINI D heralded not only the arrival of the first Diesel MINI in Australia but also the availability of the complete MINIMALISM specification.

KEY MESSAGE: The MINI D achieves a frugal 3.9 litres per 100km (combined cycle, which equates range of 1025km per tank) and only emits 104 g/km of CO2 making it one of Australia's most economic and environmentally friendly cars. This is achieved through the latest in efficient automotive technology.

At the heart of this product is a MINI so all of the customisation and go-kart driving excitement still applies. Proof that efficiency can be fun!

While there should be focus on the key benefits of the MINI D, the back story is significant. The most important examples of MINI technological expertise and eco-friendliness are summed up by the international umbrella-branding concept called MINIMALISM. The result is great fuel economy and low emissions achieved through the very latest technology and design that BMW Group can offer.

It's summed up and broken into categories; the key features of MINIMALISM and MINI D are;

High-tech engines:

- Six-speed transmission, Fully Variable valve timing, Common rail technology.

Intelligent driving technologies:

- Shift Point Display, Auto Start Stop Function, Brake Energy Regeneration.

Weight reductions:

- Lightweight construction and use of Aluminium in the engine and suspension.

Bodyshell design:

- Underbody aerodynamic panel.

Materials:

- Over 90% recyclable.

TARGET AUDIENCE: Young at heart, successful, adventurous, post-modern mainstream, 25 - 40 year olds, male and female.

ENTRY DETAILS: Submit your entry as finished artwork in the form of a pdf document (dimension must be over 10cm x10cm, 300 dpi high res). Entries must also consist of a written document outlining the idea behind the campaign. It should be no longer than 300 words.

In each issue of CREATIVE, a new MINI brief will be promoted.

DEADLINE: FEBRUARY 22, 2010

Email or post your entry to CREATIVE Magazine, the editor, Larissa Meikle: larissameikle@yaffa.com.au

Yaffa Publishing
C/O Creative Magazine
17 - 21 Bellevue Street,
Surry Hills, NSW, 2010

For more information or images contact Larissa Meikle on (02) 9213 8283.

