

## CASE STUDY: **MINI MALAYSIA**

### CLIENT: **BMW MALAYSIA**

Type of work: **Website Development**

Business objective: **Brand Awareness / Lead Generation**

Client location: **Malaysia**

Audience: **National**

Language: **English**

#### **The CHECKus Media Group Factor**

MINI have seen a jump in test drives in Malaysia, and their new website delivers just the right blend of street smarts and cool, funky attitude.

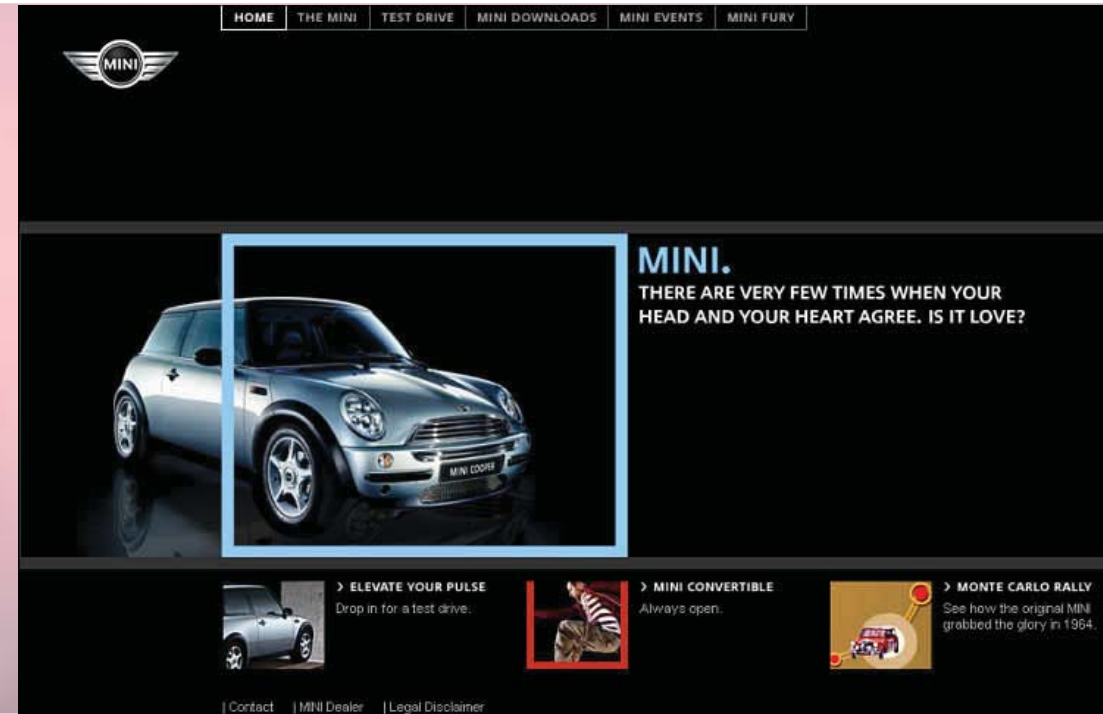
#### **The Challenge**

MINI Malaysia had a goal of spreading awareness of the MINI brand amongst young, affluent and influential urban Malaysians, establishing MINI as a premier automobile brand, ultimately, increasing sales.

MINI is a strong brand internationally, with a well-defined identity. All work in Malaysia had to be done in a way that was in keeping with the unique character of MINI-fun, stylish, sophisticated and a little bit mischievous.

#### **The Solution**

**CHECKus Media Group** developed a website in line with the client's strict brand guidelines. We developed original animations and text to bring out the cool, urban excitement of the MINI brand.



We have also run e-marketing campaigns based around MINI events and promotions, and then featured highlights of these events on the MINI Malaysia website. To increase site visits, we have used search engine marketing such as Google Adwords.

The core of our strategy has been to encourage site visitors to register to test a MINI. Once inside such a cool and exciting car, how would they be able to resist buying?

#### **The Results**

The new MINI Malaysia website has been attracting attention from day one, engaging visitors and encouraging them to get involved with the MINI brand by attending events and signing up for test drivers.

The upshot? The various breeds of MINI are now a much more common sight in Malaysia's urban jungles!