

CASE STUDY

MINI

The Decibel Sponsorship + Sponsor Content Partnership

The Decibel



THE TASK

Drive awareness and consideration of the MINI Electric Vehicle (EV) lineup by inspiring and influencing environmentally conscious auto intenders to purchase a MINI EV by showcasing how the vehicle fits into their current and future-state lifestyle

Campaign KPIs:

- Podcast: Reach (listens)
- Sponsor Content: Reach (page views), Engagement (time spent)

THE STRATEGY

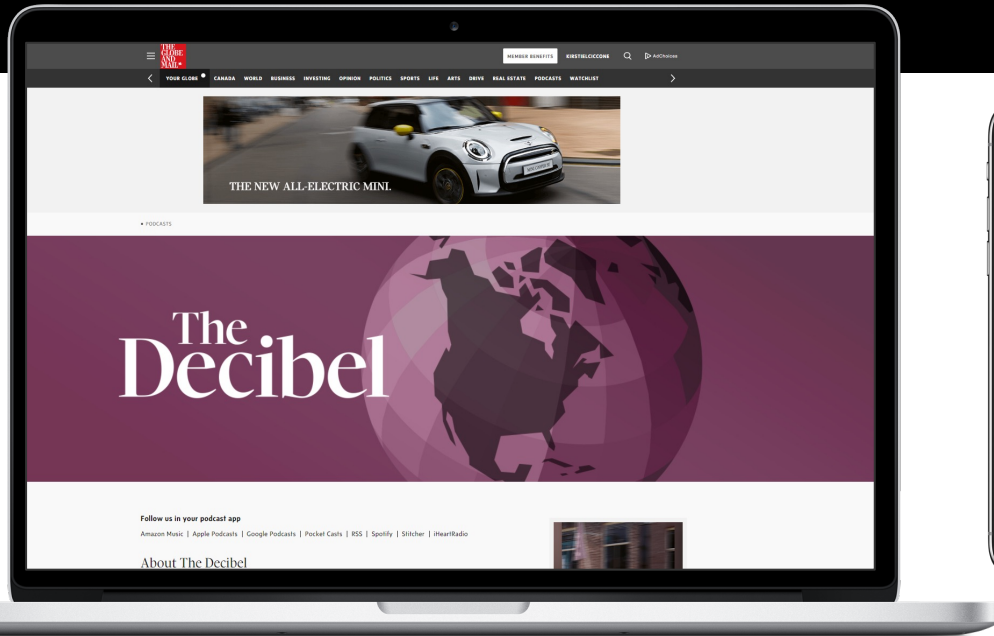
MINI partnered with The Globe and Mail to launch our first daily podcast examining the topics being passionately debated in business, politics and households across our country. The podcast is targeted to the business leaders of tomorrow—a highly coveted audience for the MINI EV—which presented an opportunity for the brand to reach this audience using a format they had not previously tapped into. The launch partnership lasted for a period of 8 weeks and included co-branded promotional assets as well as 100% SOV of the embedded audio spots and display assets on the landing page.

A sponsor content series was paired with the sponsorship to drive further engagement and consideration for the brand. The climate crisis is very timely and topical, so The Globe Content Studio produced a 3-part series profiling industry leaders who are evolving and addressing the transportation crisis through electric-powered innovations.

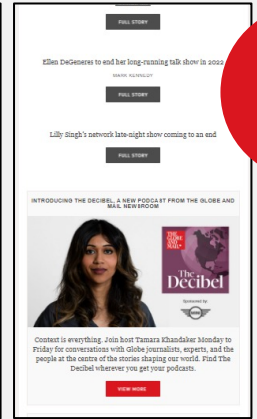
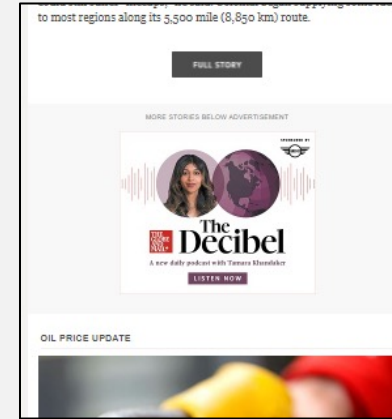
The Future is Electric series focused on 3 key themes within the sector: public transit, charging stations and vehicle ownership. Profiles were paired with custom photography and drew parallels between the MINI EV's features throughout the storytelling. Content was amplified with a multi-touchpoint strategy, including display, native and social formats with a minimum page-view commitment to MINI.

The Campaign

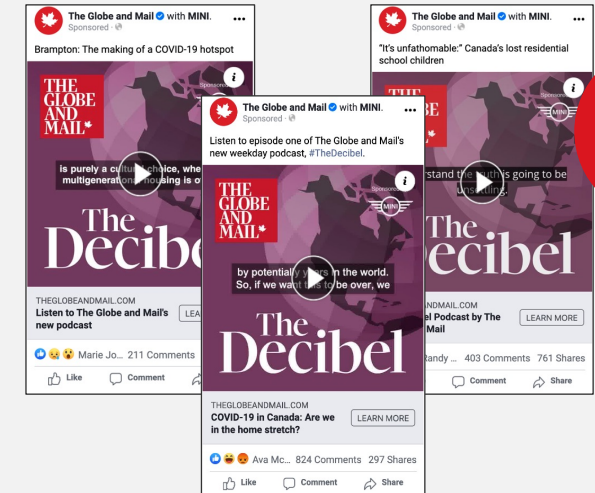
The Decibel Sponsorship



DISPLAY



NEWS LETTER

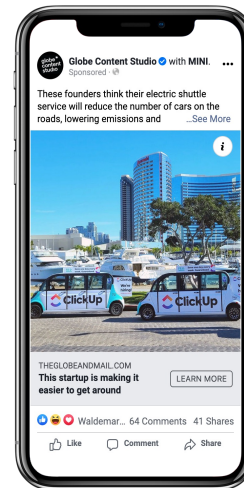


SOCIAL

The sponsorship included embedded pre and mid-roll audio spots within each episode, 100% ad positions on the podcast landing page and companion episode pages, in addition to logo presence on co-branded promotional assets in print and online.

The Campaign

Sponsor Content Series



Wide-format articles with custom photography enhanced the storytelling. Readers were able to continue reading the series with a *related story* widget at the bottom of each article page.

- [Solving the transportation crisis, one electric shuttle at a time](#)
- [That's how we'll change the world](#)
- [Electric, explained: What it's like to start driving a gas-free car](#)

DISPLAY

NATIVE

SOCIAL

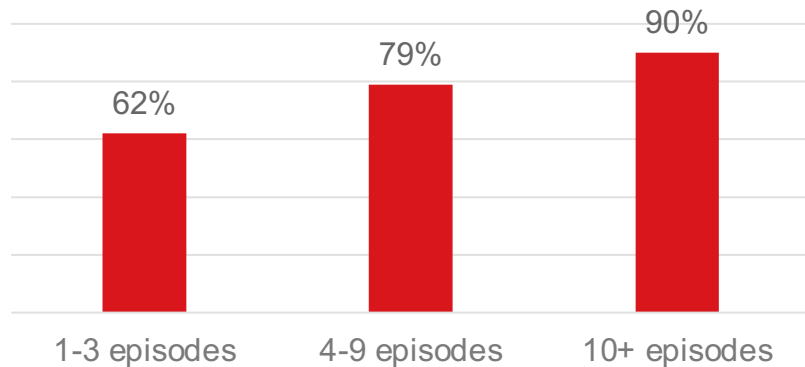
The Results

The Decibel Sponsorship

The Decibel delivered meaningful results for MINI EV. Frequency made the greatest impact in moving the needle for MINI EV across all key brand health metrics

80% Aided Advertiser Recall

Recall improves with frequency



45%

Favourability Impact

More than 4-in-10 listeners said MINI's support of the podcast made them feel more favourable toward the brand

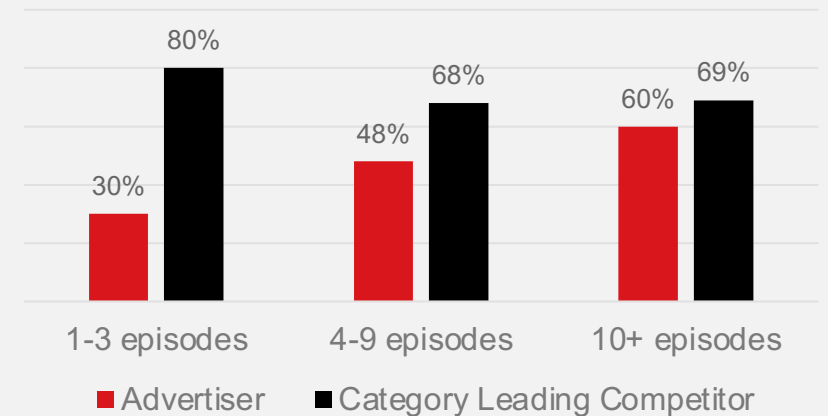
Lift in Purchase Consideration

84% improvement in purchase consideration with higher frequency



Shift in Perception

Closing the gap with Tesla, delivering 82% improvement with higher frequency



The Results

The Decibel Sponsorship

The Decibel sponsorship campaign over-achieved on campaign commitments and key performance indicators, and surpassed applicable Globe and Mail benchmarks.



+397%

**Overachieved
average episode
listens commitment**

+152%

**Over-delivery against
estimated brand
impressions**

+221%

**Over-delivery against
brand ad CTR
benchmark**

+150%

**More Co-Branded
Newspaper insertions
than planned**

The Results

Sponsor Content Series

The series was able to significantly over-deliver against page view and time spent commitments; providing a credible voice for those looking to make sense of the current situation and actively learn how their purchases can improve our future



+217%

Overachieved page view commitment

+65%

Surpassed sponsor content time spent benchmark

+68%

Efficiency achieved on projected CPV



The success of the content series in combination with the podcast launch confirmed what the data told us – that the Globe could deliver the globally minded, electrically curious target audience that MINI was looking for. And most importantly, the alignment of these two storied brands with this groundbreaking program was instrumental in MINI closing the most Electric Cooper SE deals ever in July, 2021. Results don't get more electric than that!

- Media Experts MINI brand team