

## **MINIVERSITY brings Oxford's dreaming spires to The British International Motor Show 2008**

MINI fans hoping to see the car manufacturer's typical quirky take on the British International Motor Show were not disappointed at the 2008 event. MINIVERSITY stood out in the centre of London's ExCeL exhibition halls – its bright green AstroTurf quadrangle and striking facia depicting Oxford's dreaming spires giving no doubt as to this year's theme – MINI's take on a traditional university.

The brief for experiential agency TRO had been to design and create a stand which underlined the brand's inherent Britishness, while raising awareness of the car's Oxford production base. The stand needed to be engaging, interactive and radically different from any other Motor Show exhibitor.

Through the arches of the MINIVERSITY facia, the stand was divided into three areas:

### **THE UNION**

A place to welcome media guests on Press Day and an exclusive area for MINI owners throughout the rest of the Show. It featured MINI Mixology, a soft drinks bar with its own DJ playing music throughout the Show. Iconic fixtures included table football, a jelly bean machine and a notice board on which owners could put their own notices and read MINI-posted news items.

### **THE INSTITUTE OF MINIMALISM**

A classroom-style space which offered visitors the opportunity to discover the 'MINIMALISM' technologies responsible for the MINI range's low CO2 emissions, and amazing combination of frugality and performance. Six computer screens enabled visitors to access website pages which further explained MINIMALISM technology, while a Perspex blackboard featured equations and illustrations explaining some of the car's key functions.

### **THE FACULTY OF ENGINEERING**

This area gave visitors a feel for MINI's Plant Oxford production facility. It also featured MINI's own version of the Periodic Table, depicting every combination of features and accessories available when personalising a MINI, and underlining the vast range of options offered by MINI.

### **THE DEAN'S OFFICE**

Prospective customers were able to discuss finance and other issues in purchasing a MINI. MINI Stuff, the brand's original merchandise, was cleverly displayed in the MINI Locker Room.

## MINIVERSITY Cont.

Visitors initially were drawn to the stand by the sight of its bright green 'grass' quadrangle and high level campus outline. Their curiosity was further fuelled by a painted signpost pointing them towards the Faculty of Engineering, The Union and 'Oxford's Greatest Graduate'. A marker in the direction of Oxford itself showed the exact distance from the stand to MINI's Plant Oxford, as being 66.6 miles.

Anna Kilmurray, Marketing Executive at MINI UK, said: "TRO was responsible for the design and build of the stand and had also designed the MINI stands for the 2006, 2004 and 2002 Motor Shows. We were very impressed with their creativity when concepts were first presented and we were delighted with the final result. At MINI, we like to differentiate ourselves from the crowd and this year's Show was no exception"

TRO Account Director Sian Bates said: "The British International Motor Show is a phenomenally competitive environment, with brands throwing all their resources into being the biggest and the best, but MINI still managed to keep its edge through sheer originality. The pulling power of the MINI product range was further enhanced by the unique presentation of the MINIVERSITY stand."