

MINI WeChat Case Study

In 2015, Bananaworks customised a whole year WeChat marketing plan for MINI New Zealand. We help MINI reach more than 150,000 Chinese New Zealanders by setting up and operating a MINI New Zealand WeChat subscription account. MINI was able to create a direct communication channel with its Chinese fans and provide them with a unique brand experience through WeChat in New Zealand.

The MINI WeChat account attracts audiences by posting high-quality content with videos, photos and text for their fans and followers. Followers of this account were MINI owners or those who showed their interests in MINI.



微信 | 公众平台



Online Event:

Online events on WeChat platform were planned and well executed for MINI fans. Followers shared their MINI experiences with us or post their MINI stories to others. The quality of content on MINI WeChat account is crucial. Followers were highly engaged in MINI WeChat event, they shared our content on their WeChat Moments and talked about it in chat groups.

In Winter, we did an online event called: MINI, take me to the snow. The rule is sharing your best winter picture on WeChat Moments to get a chance to participate in the voting session. The highest votes can

win a MINI Winter pack with Burton Snowboard. Before the final deadline, participants were bringing their friends, families and social networks to support their pictures on MINI WeChat. This online event shortened the distance between MINI NZ and its Chinese customers. The interaction boosted number of followers and enabled them to experience the MINI brand.



Integrated with Sale Force:

Yes, many MINI were sold with the help of WeChat! MINI New Zealand has special sales promotion events for WeChat account followers. We can broadcast the sales information to followers and follow up with consumers who showed their interests.

In China, there is a festival called Double Eleven Shopping Festival on e-commerce platform. It has gradually become one of the largest online shopping days, with sales in e-commerce sites at over US\$14.3 billion in 2015.

We created a special MINI Double Eleven Shopping Festival campaign in New Zealand, the sales on WeChat platform were exceeded MINI's expectation.



Offline Event:

On 13th September 2015, NZ Track Day hosted its monthly track racing event with over 70 vehicles participating. MINI brought 2 racing cars -- John Cooper Works to the Track event and offered WeChat fans the chance to go for hot laps with MINI's professional drivers. This is a special event only for Chinese MINI Fans.

During this ground event, WeChat is used as a RSVP management platform to invite tuning car lovers and potential MINI buyers. After the event, a review story of that day and a video full of excitement were uploaded on WeChat and widely shared within the Chinese community.

