

This MINI campaign came out in March.

People got excited. Stickers, how fun.

They put a cow in the sky,
a lighthouse in the mountains,

a new MINI on the road.

And suddenly they wanted it
to all come true.



By year's end, sales exceeded goals by 22%.

BOTTOM LINE, MAGAZINES MAKE A DIFFERENCE.



Magazine Publishers of America

To see more successful magazine case histories, visit www.magazine.org.
The MINI® ad ran as part of an overall media mix.