



SPRING SALE \$1V

DIGITAL DOMAIN FEB 18 2015 ALADINO DEBERT

Mini's branding and marketing has been unique since its "reincarnation" in the early aughts. Simple, youthful and straight to the point, it has opened and driven its own path in the advertising world.

Never one to be traditional, the idea has been to push its peculiarity and stand out from other brands by relying on clever ideas and marketing to reach its younger, hip, and offbeat car buyers.

Due to its history, Mini brings to mind a very specific car. As the brand has expanded, and continues to expand, beyond its "Hardtop" model by introducing the "4 Door", the "Countryman", the "Paceman", and "Coupe", it's paramount to find a clever and unique way to inform the target audience of the different cars and niches into which the brand is moving into. After all, not everyone wants, or can fulfill their needs, with a small hatchback.



The agency creative approach is spot-on, so our contribution will be to bring that idea into a visual realm that makes it transcend. Our team at Digital Domain has countless years of experience creating photo-realistic CGI, particularly cars, and that frees us to experiment. In other words, we know we can make the cars look absolutely real, so that ceases to be a concern for us and your team.

So what do we experiment with? *Animation, transitions and art direction.*

Animation: We believe the key to make this piece both exciting and in sync with Mini's branding universe is dynamic driving. We will treat the animation of the three cars as we would treat stunt driving. It's paramount to make sure the animation of the cars' suspension, body roll and drift abilities are not only realistic, but perhaps more importantly, within the realm of the possible. It won't do to have incredible visuals if our cars are moving in a non-realistic manner, so that's our first priority.



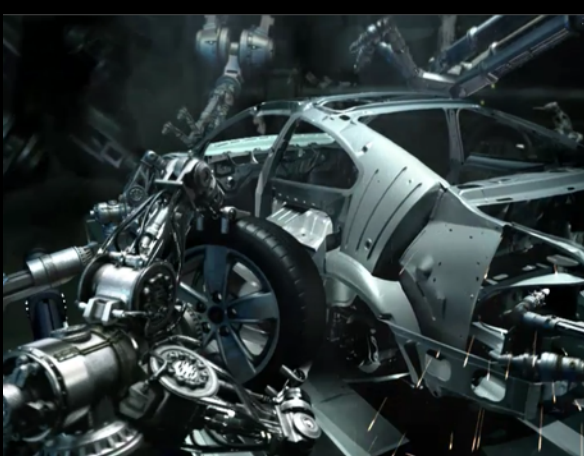
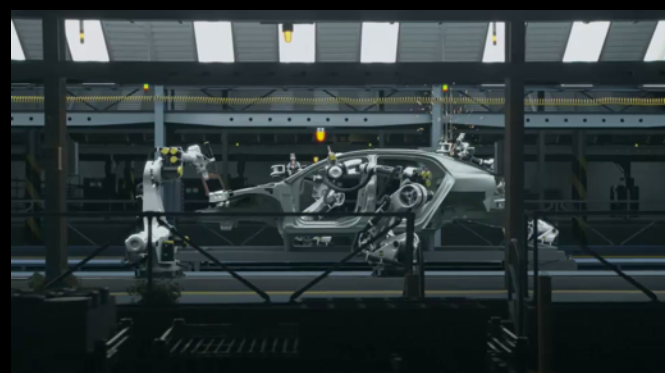
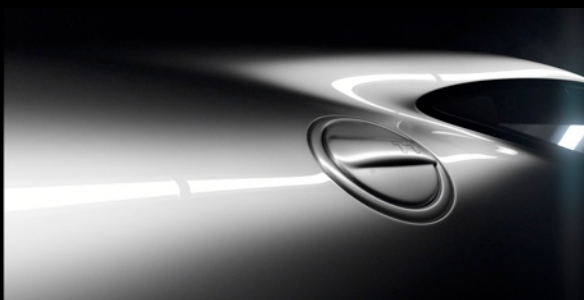
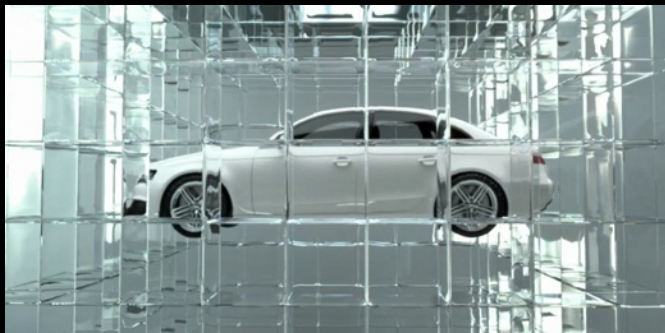
The transitions are equally important. The creative calls for seamlessly bringing into the frame the different models. That will work nicely with the proper choreography, and we would also like to add a certain amount of *graphic transitions* into play. Mini's design incorporates the circle as a defining element, and we would like to use it in different ways to help transition between models.



Perhaps as we follow a Hardtop, we dive into a hubcap to reveal a Countryman sliding thru an icy road...



Some examples of our award-winning car work



Another quintessential Mini strategy is giving the buyer the ability to customize his or her ride to the max. Color choices, accessories, wheels, mirrors, interior materials... all those give the prospective enthusiast the perfect blank canvass to play with.

We will bring this into our piece on two fronts. The creative calls for the ending of the spot to showcase multiple color choices and accessories, and we'd like to introduce subtle changes throughout the piece (we took the liberty of creating a quick motion test that shows the approach). Perhaps a bump in the road changes our sheet metal color, or adds a roof rack. The transition would not be intricate; they would happen instantly. Imagine you could actually shoot these cars with a motion control rig or memory head, allowing us to have seamless passes of different cars, and then switching passes in editorial. That's what we intend to do in our 100% CGI piece.

The reason for that is two-fold. First, Mini's branding has always been sparse and minimalistic (no pun intended!), with black environments and such. Second, just like the actual choices one has when customizing the cars, we want the transitions to be seamless and quick. Almost like a glimmer of a headlight or a small camera shake bringing the change. It will be subtle but powerful. The choices are there.



Technical Methodology:

Given the short schedule, we would tackle multiple tasks in parallel. In concert with your team, we'll pick the color choices we'd like to showcase, to make sure the team in charge of "lookdev" on the three Mini cars, develop all materials, model the necessary accessories and options, so they are available to us in full photo-real glory.

At the same time, our animation team will begin the choreography of the piece. This will be a process that we'll share with you and your client as much as possible, to make sure we are hitting all the needed branding points and also to prevent us from going on a tangent that would jeopardize the delivery.

A third group will be in charge of the creation and development of "effects". These will include dust, skid marks, ice being kicked up by the Countryman, and anything else we deem necessary for the completion of the piece.



Compositing and overall art direction will bring all these components together. As I mentioned before we need three parts to make it whole: Animation, clever transitions and art direction. The piece will look sleek, modern and exciting. Mini as a brand deserves no less.

Ultimately this piece will stand out of fail in its execution. The schedule as we know is rather tight, but we at Digital Domain have the experience, technical know-how, and most importantly, the excitement to make this possible.

On behalf of the entire DD family, I thank you for the opportunity of sharing my vision for what can, or rather will be, a great spot.

Peace,

Aladino Debert
Director

