

Pressclipping for Marketing Blogs and Magazines

VIEW-Magazin: Bild: MINI-Meseturm-Frankfurt- 8.jpg - Mozilla Firefox

Datei Bearbeiten Ansicht Chronik Lesezeichen Extras Hilfe

http://view.stern.de/fc/picture/811118/?filter=UserID&value=122090

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Postfach VIEW-Magazin: Bild: MINI-Meset...

VIEW
DIE FOTOCOMMUNITY

01. Oktober 2007

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VIEW-Fotocommunity: Profilsseite von futureheadz Suche

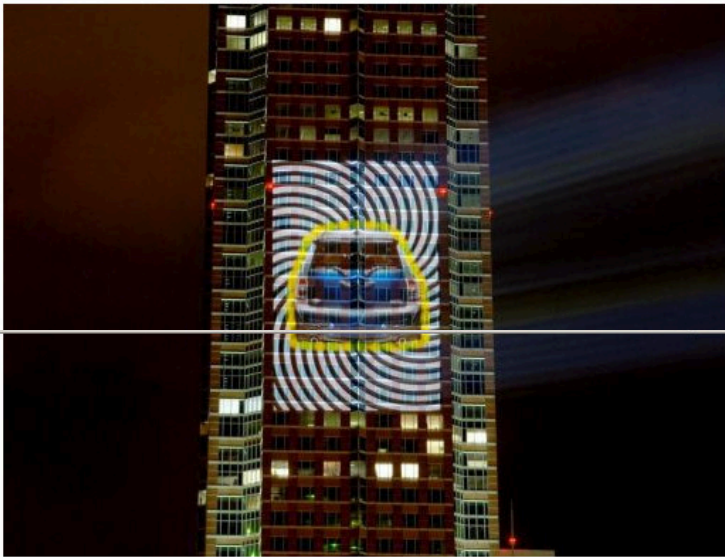
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MINI-Meseturm-Frankfurt- 8.jpg

1 | 8 Hochgeladen: 18.09.2007, 20:07 Uhr



Fotograf
User: futureheadz
 Bilder: 8
 Serien: 0
 Empfehlungen: 0

Schlagwörter zu diesem Bild
 Auto | Frankfurt | Aktion | car | Tower | Mini | verboten | Meseturm | Projektion | Premiere | IAA | Beamer | Marketing | unkonventionell | IAA 2007 | guerilla | unconventional | Guerrillamarketing | banned | zensuriert | world premiere | Clubman | projection bombing | Weltpremiere | exhibition tower

Metadaten zu diesem Bild [?]
 Größe: 2000x1510
 Blende: f/5,0
 Brennweite: 55 mm
 Brennweite: 82 mm

(equiv. 35mm):
 Belichtungszeit: 1/0,3333 s
 ISO: 100
 Kamera: NIKON D200
 Zeitpunkt: 11.09.2007

Bewertung
 Ihr Bild wurde 2 mal bewertet [?]
 Durchschnittl. Bewertung: 0

Kamera
NIKON D200
SIGMA Objektive für diese Kamera

Originalbild anzeigen: 1024x773 Pixel Aufrufe: 45 | Kommentare: 1 | Bewertungen: 2 | Lieblingsbild: 0

Klicken Sie hier um dieses Bild zu bearbeiten.

MINI Clubman: Filmprojektion auf Meseturm Frankfurt. Aufgrund von starkem Druck der Konkurrenz wurde eine Projektion des interaktiven Films über den neuen MINI Clubman am vierten Spieltag durch die Stadt Frankfurt untersagt. watch: http://www.myspace.com/banned_mini_clubman

Kommentare

clausewitz
 Toll, dass Du das Motiv noch eindrucksvoll eingefangen hast!
 (18.09.2007, 20:10 Uhr)

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Outdoor for MINI in Germany

A reader from [future:headz](#) sent these in:



"25 hot shops in the city of Frankfurt joined an unpaid viral mission to promote the new MINI Clubman. The sexy boot of the car made the shops double doors the eyecatcher during 10 days of the IAA."

Coca-Cola, McDonald's, LG and many others when they are measured against the new rules of the game.
<http://blog.futurelab.net>

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16 Ott 2007 **Mi ero perso la guerrilla stickers della MINI**

Scritto da Fables in Stickers, Guerrilla Marketing | 0 Commenti

Quando ti contatti direttamente un'agenzia per darti del materiale fotografico, vuol dire che un pò di acqua la stai smuovendo. Ringrazio Sandra, che sembra italianissima, invece proviene dalla fredda Monaco di Baviera e lavora per l'agenzia Futureheadz. Mi ha parlato della loro azione di guerrilla stickers realizzata per il lancio della MINI Clubman, avvenuta in occasione del noto motorshow IAA, che si è svolto a Francoforte verso la metà di Settembre. Personalmente parlo di quella campagna analizzando solo una parte delle numerose attività di guerrilla marketing che vennero realizzate. Sul blog Disruption potete trovare un'ampia descrizione di tutta la campagna.

Per quanto riguarda l'azione di guerrilla stickers, questo è quello che è stato realizzato nella stazione locale della metropolitana.



Fuori dalla stazione, degli adesivi con la scritta "My other car is a MINI Clubman." sono stati attaccati su diverse automobili della città. Mi ricorda qualcosa.



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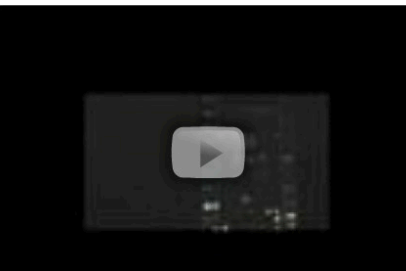
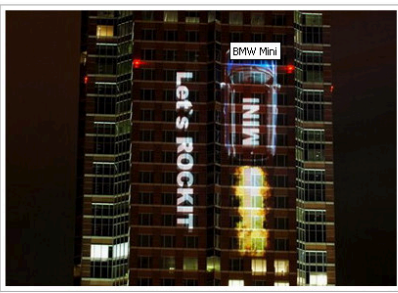
Die Guerrilla Werbeagentur. Eine der wenigen Agenturen, die auf Guerrilla Werbung spezialisiert ist

Ungewöhnliches

BEAMVERTISING FOR BMW MINI.

Projektion für den BMW Mini auf dem Frankfurter Messeturm zur IAA. Ein Blick auf das Video lohnt sich.

Beamvertising for BMW Mini to IAA in Frankfurt, Germany. Projected on the Frankfurt trade show building. Take a look at the video below.



Link Wiki

RSS Atom

MINI Clubman: projection over Messeturm Frankfurt. (VIDEO) - Mozilla Firefox

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Postfach MINI Clubman: projection over M...

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MINI Clubman: projection over Messeturm Frankfurt.

As a result of high pressure caused by competitors, a projection of the interactive MINI Clubman movie was banned by the city after the third day of play. The projection was realized with 4 beamers - altogether 80,000 Ansilumen - that produced a picture of 26 x 36 meters. Stunning - but as a matter of fact stopped.

guerrilla marketing defined

GUERRILLA communication

Monday, September 24, 2007

Banned and effective

MINI projected massive images of the new MINI Clubman on a big high rise in Frankfurt during the IAA car show. Other companies complained about this guerrilla marketing campaign and after a few days MINI had to stop the light show. But the fight against the ad really only helped MINI.

Guerrilla marketing and viral marketing concepts are becoming more and more popular. Find out about unique non traditional marketing concepts from around the world here.

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