

Channel 4 and MINI UK launch latest ad

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4 Sales and MINI UK unveiled the latest ad for MINI's Countryman model this week featuring TV presenter Rick Edwards revealing his hidden passion for river swimming.

Creative agency iris is responsible for the creative concept, which sought to showcase the Countryman's functionality when it comes to adventuring outdoors. The ad follows Rick as he takes a weekend drive through the countryside in a MINI Countryman, discussing his passion for river swimming before braving the waters to swim in a nearby secluded river.

iris worked alongside Channel 4 partner 'The Outfit', who oversaw the production of the project and acted as brand guardians for Channel 4. The partnership was negotiated and managed by The Story Lab and Vizeum.

The release of 'Countryman' follows the launch of the ad for the new MINI Clubman model during Indian Summers last month, featuring Homes by the Sea host Charlie Luxton. With an enviable eye for design, Luxton was the ideal fit for the style driven Clubman, which partners a passion for detail with design.

The ads for both MINI's Clubman and Countryman models will air across Channel 4 around programming specially selected for the brand such as Gogglebox, Sunday Brunch and George Clarke's Amazing Cabins in the Wild.

Angus Mitchell, Agency Principal at Channel 4 said: "We are delighted to partner with MINI for the launch of these new bespoke ads. It's testament to the close collaboration between the client, creative and media agency, production company and Channel 4 that we've been able to deliver this entertaining new campaign."

Michelle Roberts, Head of Marketing at MINI UK said: "Rick Edwards and Charlie Luxton perfectly encapsulate the spirit of MINI Countryman and the new MINI Clubman. We're thrilled to be working with Channel 4 to tell the stories behind these unique cars across some of the network's most adventurous programmes."

Chris Langley, Group Head for MINI at Vizeum said: "We were really excited when MINI asked us to break the mould of traditional car advertising to support this campaign. Working with a progressive broadcaster in Channel 4 has given the campaign the scale, impact and differentiation that we wanted to achieve."

Charlie Read, Founding Partner at The Outfit said: "We've thoroughly enjoyed bringing together well known Channel 4 talent with such an iconic car brand."

The partnership was brokered by Melanie Ball, Partnership Account Manager at Channel 4 and Emma Lockett Account Director at The Story Lab.

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E. support@pressat.co.uk

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