



## MINI - 'Ave A Word

**Silver Cannes Lion 2006  
Creative Showcase May 2006, Winner  
Adobe Y Design Awards,  
Best Interactive Campaign**

We created this ambitious and unique viral ad for MINI to tie in with the launch of the new MINI Cooper S with JCW GP Kit, one of the leanest, meanest and toughest MINI ever. To do this new motor justice we used the most cutting edge interactive video techniques from Superglue to create a suitably impressive piece of work.

**JUST ANSWER A FEW QUESTIONS ABOUT YOUR MATE,  
AND I'LL DO THE REST.**  
(AND IF YOU WANT TO WATCH MY LITTLE SPEECH BEFORE YOU SEND IT TO HIM,  
JUST CLICK PREVIEW WHEN YOU'RE DONE).

WHAT'S HIS NAME?	<input type="text" value="Marco"/>
WHERE DOES HE COME FROM?	<input type="text" value="Northern"/>
WHAT DOES HE DO FOR A LIVING?	<input type="text" value="Media type"/>
HOW'S HIS LOVE LIFE?	<input type="text" value="Straight and single"/>
HOW WOULD I RECOGNISE HIM?	<input type="text" value="Wears glasses"/>
WHAT DOES HE DO IN HIS SPARE TIME?	<input type="text" value="Listens to music"/>
AND FINALLY, WHAT'S HIS BIGGEST CRIME AGAINST MANKIND?	<input type="text" value="Is an eco-warrior"/>

With tongue firmly in cheek the concept for the viral centres around the idea that men aren't real men anymore due to the rise of the metrosexual. Users are asked to visit the website [aveaword.com](http://aveaword.com) where they can nominate friends who may be demonstrating unmanly characteristics. The unsuspecting friend then receives a personalised email from their friend advising them that 'someone wants to ave a little word'. At the website they get a personal video message from a hard bloke with a blunt and scarily knowledgeable message for all men who appear to have forgotten just who they are...

