

'Another Day, Another Adventure' for new Mini Coupé

A 3D flagship billboard, hoisted at Cape Town International Airport in mid-December 2011, is driving a Mini Coupé advertising campaign that brings together the brand's reputation for innovation concepts built around urban mobility, with a conservation initiative.



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The 3D billboard sees the car submerged in the ocean, locked in a cage, surrounded by sharks and includes the tagline 'Another Day, Another Adventure'.

The billboard is the most visible manifestation of the brand's commitment to AfriOceans Conservation Alliance (AOCA), which is working towards safeguarding the sharks that play an essential role in our oceans.

[Mini South Africa](#)'s marketing manager, Karen Valle, says, "This billboard not only demonstrates that one can have great adventures in our new car but also links it to such a worthwhile cause as AOCA to help dispel some of the myths about sharks."

Mini South Africa has designed a social media campaign to support this initiative, making it easy for South Africans to get involved.

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