

**Press Release**  
**2 February 2010**

## **KKLD\* launches "MINI TV" for iPhone**

The KKLD\* creative agency, based in Berlin and New York, has launched an app for fans of the MINI car brand. The free "MINI TV" application, which can be downloaded from <http://itunes.apple.com/us/app/mini-tv/id383613511?mt=8>, now enables MINI enthusiasts to view all MINI clips on their iPhone, even when they are on the go. Users can choose from a wide range of entertaining viral spots, amusing TV commercials and interesting reportages.

MINI fans who always want to be the first to see a new MINI clip can subscribe to the app quickly and easily via their iPhone. The new app also has a share function for Facebook, Twitter and email so users can forward content to friends. There is also a Favorites function to provide instant access to the best clips.

KKLD\* has also developed a corresponding app for the iPhone. It too is available in the iTunes Store.

From the outset, KKLD\* has supported the social media account for the MINI brand, including the MINI Facebook and Twitter accounts. The successful cooperation started in 2008 with the development of the creative community <http://www.MINIspace.com>. In addition, since the beginning of June 2010, the Berlin-based creative agency has taken the global lead in developing the strategy for the social media activities of the BMW Group, including the BMW, BMW Motorrad and MINI brands.

### **About KKLD\* (<http://www.kkld.net>)**

KKLD\*, based in Berlin and New York, is one of the most innovative agencies in the field of creative advertising and digital media. For six years, it has been advising its customers on marketing and communication strategy and is responsible for conceiving, designing and implementing integrated advertising and social media campaigns worldwide. Its own start-up, [www.architizer.com](http://www.architizer.com), launched with Marc Kushner in New York, immediately became a leading global social network for architects and interior designers.

The creative agency, which has won numerous prizes and awards, creates its cross-media concepts for advertising, digital media and events in association with designers, digital experts, musicians, architects and producers. Its customer base includes such well-known companies as MINI, BMW, BAYER, Cervélo, Finland Institut, Thomas Cook, Fujitsu Siemens, Lufthansa and Sage.

### Press contact:

Ricarda Romain, KKLD\* GmbH, Gneisenaustrasse 66/67, 10961 Berlin, Germany  
[r.romain@kkld.net](mailto:r.romain@kkld.net), Phone +49 30 80 20 80 944, Fax +49 30 80 20 80 969,  
<http://www.kkld.net>