

Press release
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KKLD* develops innovative communication tools for its customers

MINI TV for iPad/ Facebook app: Win the first MINI Countryman

The KKLD* creative agency, which is based in Berlin and New York, has developed the "MINI TV" app for the iPad. KKLD* therefore expands its digital media work and underscores its leading role dealing with new technologies.

The app (<http://itunes.apple.com/us/app/mini-tv/id383613511?mt=8>) provides all the MINI brand films optimized for the 132 DPI screen on the iPad, including viral films, TV ads, and reports on events and exhibitions. With the app MINI friends now have the opportunity to view the clips on the move.

The app has a share function for forwarding the videos to Facebook, Twitter, and email. There is also a favorites function that enables users to have the best clips available immediately.

Soon there will be a corresponding app for the iPhone that will have the same functions as the iPad app.

KKLD* has also developed a Facebook app (http://www.facebook.com/MINI?v=app_138837816138892) with which the fans can win the first MINI Countryman in the world. The lottery is now available on the MINI Facebook page (<http://www.facebook.com/MINI>).

The users have the opportunity to select their favorite from the 11 MINI Countryman vehicle colors and to pack the Countryman for a tour. The trick is that they can take along a fully-grown panda or weighty sumo wrestler and this reflects the size and positioning of the vehicle.

KKLD* has supported the social media account for the MINI brand from the very start, 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 start of June the Berlin-based creative agency has taken the global lead in developing the strategy for social media activities at the BMW Group, including the BMW, BMW Motorrad, and MINI brands.



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

KKLD* is among the most innovative digital marketing agencies. For more than five years the creative agency has been advising its customers on marketing and communication strategy and is responsible for conceiving, designing, and implementing global, cross-media advertising, and social media campaigns. The focus of KKLD*, which is based in Berlin and New York, is on developing and supporting global social media sites. Its own start-up, launched with Marc Kushner in New York www.architizer.com immediately became a leading, global social network for architects and interior designers.

The creative agency, winners of numerous prizes and awards, composes its cross-media concepts for advertising, digital media, and events in association with designers, digital experts, musicians, architects, and producers. Among its best known customers are names like BAYER, Cervélo, Finland Institut, Thomas Cook, Fujitsu Siemens, Lufthansa, and Sage.

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