



**The MINI Cafe: The Road to a Sustainable Future**

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# Benefit is of Becoming a Sustainable Business

- Brand image which adds to its competitive advantage
- Waste reduction
- Economic aspect — cost in production will decrease and this will eventually increase the profits
- Complying with the new emerging regulations
- Attractive to employees and investors



# MINI's approach to Sustainability

- MINI's plan is to become a fully electric line by 2030 as well as a fully sustainable company
- MINI welcomes sustainability with a very modern and open-minded perspective
- In line with these goals, currently, MINI has both hybrid and fully electric cars, and newly brought out the fully electric MINI Cooper SE which lets out zero carbon emissions



# Our Innovation - The MINI Cafe

## *The current dilemma*

- Appropriate infrastructure for electrical charging has not yet been established. In 2020, there were fewer than 45,000 public charging stations in Germany, with only 16.70% being 'fast charging'
- The lack of sufficient number of charging stations and the fact that drivers do not know what to do during long waiting times while their vehicles are being charged are driving them away from electric vehicles



# The Plan

- Ease society into this new trend
- Aid the strangeness in applying the comfort of a Cafe and its social features
- A “fun” lifestyle and a new community can be achieved through providing a comfortable setting
- The more charging stations available, the more “normal” it becomes
- Launch the new “MINI Cafe” feature on the MINI Connected App
  - Access to MINI Cafe discounts, offers, campaigns,, coupons, MINI Cafe Menu and specials



# Investing in Another Industry

- One of the safest industries to invest in is the food industry since it is a necessity for human life, the gastronomical industry tends to be a safe bet which will continue to grow
- Investing in a new industry can be a very rewarding step for a brand name. It's important to calculate and understand if it's worth it, or useful. In this project, food industry is a relevant industry for promoting sustainability

# An Exclusive Feature for BMW Group Car Owners

- Apart from being able to use electrical charging stations, BMW Group car owners have other advantages as well
- Owner Benefits: : provide **discounts** to BMW group vehicle owners with certain campaigns and discounts on food and beverages. And with these **privileges**, sustainability projects within BMW Group or other corporations will be sponsored under the name of MINI, which is the main aim of the cafe



# The Vision



- A great customer experience is MINI Cafes **vision**
- **Goal:** to achieve a community-niche “feel”
- MINI Cafe is a concept made up of 4 Pillars: Fun, Innovation, Knowledge, and Tradition
- A **modern space** that provides MINI-owners and car enthusiasts an **informative** yet comfortable premium space to learn about MINI and the automobile industry, whilst allowing their electric vehicle to charge. This reflects BMWs quintessential value concept; **efficiency**.



# Strategies in Launching the Product



- Modernity and Tradition
  - Sleek interior design of the Cafe space reflecting the brands values and style
  - The use of the latest technology in this space is essential
- Innovation and Knowledge
  - Promoting sustainability as well as spreading awareness on electrification.
- Smart Advertising
  - Various deals and discounts should be offered to attract customers to the cafe.  
(eg: 'bring a friend, get a discount')

# Strategies in Launching the Product

- Vibrant Ambience
  - The music playing in the cafe and the ambiance should be adjusted to suit the youth by following the trends.
- Product Quality and Concept
  - A rich product range, as successful coffee companies do, such as with fruit drinks special for summer and different coffee options special for winter. Variety and Exclusivity



# Strategies in Launching the Product

- Social Media
  - The best mode to reach the public
  - The emergence of MINI Cafes will be announced and promoted on all MINI, BMW, and BMW GROUP social media platforms
- Location
  - One cafe in Munich Maxvorstadt
  - Makes senses when considering target age group, income level, being central and being busy without traffic

