

# 2012 iPG Awards UK SUBMISSION



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iProspect<sup>iP</sup>



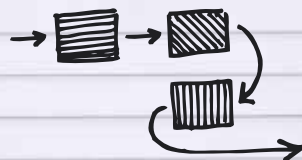
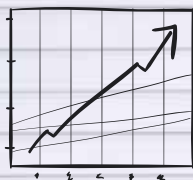
“ I am extremely pleased with the results this campaign continues to deliver and the way the iProspect team work to test and experiment new lead acquisition channels. ”

Anna Inglese, Advertising and Prospecting Manager, MINI

## The Challenge

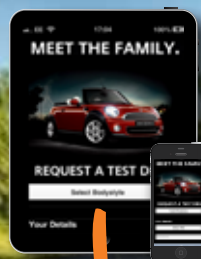
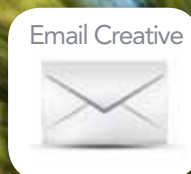
### BRIEF:

iProspect were briefed to develop a solution to deliver a large volume of high quality leads to a multi-national network of dealers under the BMW/Mini group brand.



## The Strategy

All bought on CPL



## The Results

£46K

Media Saving

£8,478,989.11

Total Revenue Generated

ROI of  
£16+

James Humphries, Marketing Manager, Mini