



“Follow your beat” with the new MINI ad

Description



MINI is back at it with a new, fresh ad called “Follow your beat” for their special Camden edition. The car company was inspired by the birthplace of legends and this romantic area’s historical relevance to British history which has proven vital time after time as London becomes one big melting pot that bleeds into every part of Britain; but also because North London itself cherishes the sheer appeal and mystery of undiscovered talent.

The film follows a young couple in an urban scenery as they enjoy an urban road trip to the rhythm of “Darling” by Peet that punctuates the scenery and conveys the feeling of freedom and spontaneity.

As usual, they succeeded in creating a beautiful and dynamic ad with the perfect song!

Check the ad here: