

Media Information

11 April 2016

MINI Asia awards integrated agency pitch to GOVT Singapore.

Singapore. After a rigorous and multi-stage pitch process, MINI Asia has selected GOVT Singapore as its creative agency, managing their advertising and digital communication needs.

GOVT Singapore has a growing reputation of strategic brand builders with strong local insights. Peter Medalla, Head of MINI Asia said: "MINI Asia has selected GOVT to continue enhancing the MINI brand and taking it to the next level. MINI is known for being an innovative and passionate brand, and we look forward to seeing creative concepts and ideas from GOVT that adhere to this same brand philosophy." MINI Asia would like to thank all participating agencies who have put in their best efforts for the pitch. Every submission received was of high quality.

Commenting on the outgoing agency, Ms Irene Nikkein, Marketing Manager of MINI Asia said: "MINI Asia would like to take this opportunity to thank Kinetic for the invaluable work they have done for us throughout the tenure of the relationship. The dedication and passion for the MINI brand is benchmark in the region. Moving forward, we wish the team at Kinetic all the best."

Company

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A BMW Group Company

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About MINI in Asia

MINI is headquartered and manufactured in Oxford, UK and is a brand of BMW Group. In East Asia, this iconic car is sold in Singapore, Brunei, Vietnam, New Caledonia, Guam, Sri Lanka, Tahiti, Philippines and Indonesia. The full range of MINI is available in these market – MINI 3 Door, MINI 5 Door, MINI Cabriolet, MINI Clubman, MINI Countryman, and MINI John Cooper Works.

For more information: www.mini.com.sg.

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