

Media Information

23 July 2019

BMW Asia appoints TMRW and Tribal Worldwide Singapore to deliver Sheer Driving Pleasure. Two agencies to support BMW Asia.

Singapore. BMW Asia today announced the appointment of TMRW and Tribal Worldwide Singapore as their creative partners. Both agencies will support BMW Asia in creative campaign development.

“This is the first time that BMW Asia is concurrently appointing two creative agencies for the same remit. TMRW and Tribal bring to the table a winning mix of expertise and creative brilliance that make them the right fit for BMW,” said Ms Brenda Pek, Marketing Director, BMW Group Asia. “As our customers are at the center of everything we do, it’s crucial for us to have strong partners supporting our campaigns and activities. This joint appointment provides us with access to a larger pool of talent and innovative ideas to accelerate the pace in bringing the brand to greater heights. We are confident that the teams’ passion and enthusiasm for BMW will be the catalyst for a successful partnership.”

Mr Shaun Quek, Managing Director of TMRW, said “This is, without doubt, one of the most significant appointments for the agency. The team had an instant chemistry, which makes this partnership even more exciting. BMW is a brand we have always wanted to work on and we look forward to the joy we are going to create together.”

Mr Jeff Cheong, President of Tribal Worldwide Asia, said, “We are delighted to be entrusted as an agency for BMW Asia. There is a lot of synergy and aspiration to drive the innovation agenda from marketing to customer experience. We believe this is where we rev up our Total Experience™ offerings and bring the best to BMW.”

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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