



Media Information
July 4, 2012

MINI Canada retains Anomaly as creative agency of record.
New-to-Canada firm offers fresh perspective.

Richmond Hill, ON. MINI Canada is pleased to announce that Anomaly will become its advertising agency of record beginning July 1, 2012. MINI selected the firm after conducting a thorough RFP process for MINI's brand and retailer marketing support in Canada.

"We are very excited to begin our new partnership with Anomaly," said Adam Shaver, Director, MINI Canada. "The agency has a terrific vibe, and the creative ideas they brought forward demonstrated a true understanding of the MINI brand. They've proven that they have the talent to bring unique, cheeky, attention-grabbing and MINI-typical campaigns to market as we look forward to further growth in the years to come. At the same time, we are thankful for a great, decade-long partnership with TAXI, who have provided invaluable support over the years and played an important role in establishing the MINI brand in Canada."

2012 is a great time for a fresh marketing and advertising outlook as the brand marks its 10th anniversary in Canada, the sale of its 40,000th unit, and the addition of the sixth member of its family, the all-new MINI Roadster.

"Anomaly is absolutely thrilled to have earned the MINI business. It is a truly iconic, global brand with a strong heritage and a successful history of fantastic marketing and advertising. MINI is exactly the kind of innovative brand and client that is looking for a more progressive solution to the dramatically changed media landscape," said Franke Rodriguez, President, Anomaly Toronto. "We will do everything we can to deliver world class work and continue the success story that the brand has built here in Canada over the past 10 years."

About BMW Group Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

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