



Media Information

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BMW Group Canada awards media planning and buying business to Omnicom.

- **Omnicom Group to lead media planning and buying for the BMW, MINI and BMW Motorrad brands.**
- **Omnicom to create a new bespoke division under Critical Mass for the BMW Group account.**
- **Partnership to include media business in Canada, the U.S. and Latin America.**

Richmond Hill, ON. BMW Canada Inc. has awarded its national and regional media planning and buying business to Omnicom Group. The media planning and buying activities include BMW, MINI and BMW Motorrad brands in Canada. The agency has been awarded a five-year contract which begins on January 1, 2024.

BMW enlisted Ebiquity to lead the process of reviewing its full agency roster in the Americas Region late last year as part of a regular review cycle. A review of the company's lead creative agency, social media, digital media, and CRM agencies is ongoing, and expected to be completed by the end of this year.

"With our continued focus on the digitalization of our marketing communications and commerce channels combined with the rapid evolution of our product offering through electrification, our business is transforming," stated Jonathan Thomson, Director, BMW Brand Management. "We require an agency offering industry-leading marketing technology as well as the capacity to deliver innovation and thought leadership across the BMW Group portfolio to navigate this complex moment in automotive communications. We believe we have found these skills in our new partners at Omnicom."

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a BMW Group Company

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du BMW Group

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Omnicom is developing a bespoke division under Critical Mass to lead all media planning and buying, and will take over from incumbent Media Experts, which originally won the BMW business in 2009 and added the MINI business in 2016.

“Parting ways with Media Experts was not an easy decision,” continued Thomson. “We worked closely and efficiently for over a decade and created impactful, innovative marketing solutions together. On behalf of BMW Canada, I extend a sincere thank you to Media Experts for their commitment and stewardship of our brands over the many years.”

BMW’s current agency roster in Canada also includes Richmond Day, lead creative and digital and social media agency, and Performance Art, data and CRM agency.

BMW Group in 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 50 BMW automobile retail centres, 24 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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