



Media information
29 July 2025

BMW Group brings on board media agency Dentsu to kickstart its new media strategy for Europe.

+++ Dentsu assumes central role as media agency for BMW, MINI and BMW Motorrad across all European markets +++ Focus on AI-based efficiency, customer orientation and sustainable media work +++ Holistic brand management and multi-channel planning approach +++ Introduction in time for Neue Klasse launch +++

Munich. The BMW Group has brought the Dentsu media agency on board to kickstart its new European media strategy for the BMW, MINI and BMW Motorrad brands. From 1 January 2026, Dentsu will also support the BMW Group globally. This means that the expertise of Dentsu – one of the world's leading marketing and communications agencies – will be used to create a uniform and powerful media presence. As part of the new constellation, media and marketing approaches are being adapted to the requirements of digitalisation and sustainability. The focus here is on artificial intelligence (AI), centralised data management, hybrid teams and integrated platforms (media hubs). The aim is to make campaigns more efficient, more targeted and more responsible.

"I am personally very excited to have Dentsu as our new media agency partner. Together we are entering a new chapter for a communication truly focused on the European customer," says Uwe Dreher, Vice President Marketing BMW Europe, and adds: "Our goal to act in a highly data-driven and targeted multi-channel and multiple market planning approach elevated via state-of-the-art AI tools to increase efficiency and impact has been reached – the execution will accelerate marketing Return on Investment for our markets even further. BMW Marketing Europe is excited to be launching our Neue Klasse in this new constellation."

Tailor-made communications for the Neue Klasse era.

The aim of the call for tenders was to ensure seamless, brand-compliant BMW Group communications across all media channels – at both the national and international level. Awarding the European media business to Dentsu is an important step towards implementing the European media strategy. The consolidation of media activities forms the basis of a standardised solution across all of Europe. The launch of the new agency constellation coincides with the market launch of the Neue Klasse and marks a new era, characterised by highly innovative vehicle technologies on the one hand and a fundamentally new



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understanding of the brand and communications on the other. The new media approach reflects this transformation.

AI-controlled, with a centralised European media hub.

The comprehensive use of artificial intelligence will be a key factor. Advanced AI tools will bring even greater precision to media planning. Target groups will be recognised and reached more accurately and decisions made on the basis of concrete data – measurable performance indicators. This will verifiably increase the real-time effectiveness and efficiency of advertising across all customer touchpoints.

Another key element of the new set-up is the creation of an integrated media hub. Online and offline media will be seamlessly combined on this platform. This enables cross-channel synergies to be recognised and exploited. It helps ensure transparency and makes for efficient planning and implementation. Centralisation enables consolidated control of all activities and channels as well as centralised data analysis. Even so, there will always be room for localisation: national market conditions and cultural specifics – and differentiated responses to them – are additional factors for success.

Integration of all BMW Group brands.

The new media strategy follows a multi-brand approach: BMW, MINI and BMW Motorrad will be looked at in combination. This creates new opportunities for optimisation across the various media, supported by hybrid teams combining on-shore, near-shore and off-shore expertise. This know-how from many international markets creates additional flexibility and quality in implementation and is a response to the rapidly changing requirements in the international media business.

Customer focus: media optimisation along the entire customer journey.

The new model consistently focuses on the customer journey – from the first impulse, the first encounter, all the way to vehicle purchase. Target groups are addressed more precisely, delivering even greater emotional and situation-specific impact. The transition to a more performance-focused planning approach, where factors such as real-time data and sales targets play a key role, significantly increases the measurable impact of media communications. At the same time, the



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planning approach supports direct sales and aids the transformation towards a sustainable retail model.

Sustainability and responsibility in media communications.

Another key consideration in the BMW Group's choice of agency partner was sustainability. This aspect was systematically integrated into the evaluation of potential agency partners. Examples include production processes marked by a reduced carbon footprint and ethically transparent media bookings.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.



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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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