



MINI CORPORATE COMMUNICATIONS

Press Release

19 May 2020

New creative and digital agency for MINI.

British premium brand appoints Anomaly London as its new lead international communications agency.

Munich. The British premium automobile brand MINI will be working together with a new creative and digital lead agency from June 2020. Anomaly London based in the United Kingdom has been appointed as the new partner for international product and brand communication. The tender for this appointment was issued in accordance with past practice on expiry of the existing contracts. This was the most ambitious pitch ever in the history of the MINI brand. Seven international agencies took part in the tender process.

“Alongside its creative claim and international approach, the decisive factor in appointing this new lead agency was its strong digital focus,” commented Sebastian Beuchel, Head of MINI Global Brand Management. As far as we are concerned, ‘Digital first’ primarily entails making ‘customer first’ a top priority. The customer is the focus of all our activities and we want to communicate with customers on the basis of their requirements and interests – wherever and whenever they want to. Anomaly London has given us a creative partner who is going to support us on our journey,” said Sebastian Beuchel. “At the same time, we would like to express our thanks to our long-time partners Jung von Matt and KKLD for the successful and good cooperation.”

In 2021, MINI is rolling out a comprehensive, integrated brand and product campaign. Anomaly London’s responsibilities will include development of creative ideas, implementation of digital communication and the development of an “always-on” editorial approach. A special focus here will be on rigorous and overarching storytelling. Alongside international brand and product communication, other functions will include communicative enhancement of the relationship between the customer and the brand.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-61742

Internet
www.bmwgroup.com

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In case of queries, please contact:

Press and PR



Matthias Bode, Press Officer Production Communication MINI
Phone: +49-89-382-61742, Fax: +49-89-382-28567
E-Mail: matthias.bode@mini.com



Andreas Lampka, Head of Communication MINI
Phone: +49- 89-382-23662, Fax: +49 89-382-28567
E-Mail: andreas.lampka@mini.com

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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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