

BMW GROUP COMMUNICATIONS SET TO ACCELERATE IN NEW ZEALAND

Pead PR appointed as the retained communications agency for BMW Group New Zealand to support and drive further growth of BMW and MINI brands

Auckland: BMW Group New Zealand has appointed Pead PR – New Zealand’s largest communications agency – as their agency of record.

Pead has been appointed following a month-long, five-way competitive pitch process and will oversee all communication elements for BMW Group New Zealand including press office management, corporate reputation and product communications for its two core brands BMW and MINI.

Importantly, this strategic alignment will deliver an enhanced level of media relations, integrating creative disciplines such as activations, content and digital influence to deliver stand-out campaigns and to complement a robust activity calendar for both brands. This includes management of launches as the group continues its new product momentum in addition to other major projects to cater for the growth of the brands such as the opening of larger showroom facilities. Another key focus will be to promote the group’s D+ACES strategy (Design+ Autonomous, Connectivity, Electro mobility and Services) as sustainable performance becomes increasingly important.

Karol Abrasowicz-Madej, Managing Director of BMW Group New Zealand, commented: “We’re thrilled to appoint Pead PR as our retained agency in New Zealand. We’ve been greatly impressed by their creativity and forward-thinking approach to comms, which is underpinned by robust strategic thinking.

“The next twelve months will be an exciting period for BMW Group New Zealand as we unveil new core models, reinforce our leadership in electro mobility vehicles and grow our share of the premium vehicle market.”

Sarah Munnik, Managing Partner of Pead PR, added: “BMW is one of those rare accounts that tick all the boxes – a highly respected premium brand, the resources and ability to execute world-class work, and most importantly a client who wants to work in true partnership.

“We’re looking forward to driving their growth in New Zealand and believe we can achieve true brand fame through a blended mix of brand storytelling, PR, digital influence, content creation and activations.”

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ABOUT PEAD PR

Pead PR is a fully integrated communications agency that offers creative solutions across public relations, digital & social, content, and activations. We’ve built our reputation on effective, creative & cohesive communications strategies across B2C and B2B campaigns – and we’ve been doing this since 2001. We know how to make an impact and to get people believing in your brand. Pead PR is widely recognised as one of New Zealand’s leading agencies. From our Auckland office, we can reach the world through the IPREX Group of Independent agencies, connected to 67 partners in 115 offices worldwide with a combined staff of 1,800. For further enquiries, or to discuss how Pead PR can help your business, please contact Sarah Munnik, Managing Partner, sarahm@peadpr.co.nz / 022 682 8090

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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.