



MINI USA MARKETING

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MINI USA SELECTS PEREIRA & O'DELL AND 360i AS AGENCY PARTNERS

New agencies to deliver best-in-class marketing ideas, innovation and addressability supporting the MINI brand in the U.S.

Woodcliff Lake, NJ – September 25, 2017- [MINI USA](#) announced today that San Francisco-based [Pereira & O'Dell](#) will be the brand's new creative agency, and New York City-based [360i](#) will lead MINI digital, social media and CRM with support from data experts at [Merkle](#). All three agency partners will utilize New York City-based teams to support the MINI USA partnership.

“The world has changed dramatically since we last reviewed our agency partners. Our new agencies demonstrated throughout the pitch process that they are incredibly talented, creative, highly collaborative organizations that are built for today's consumer landscape.” said Patrick McKenna, Department Head, MINI Brand Communications, MINI USA. “They are ideal partners to help strengthen the MINI brand and accelerate growth in our business. We're thrilled to have them on board.”

The selection of the new agency partners follows the conclusion of a creative agency review conducted by MINI USA Marketing with the support of [The Burnett Collective](#).

The new contract with Pereira & O'Dell, 360i and Merkle will begin on October 1, 2017. MINI USA plans to share a glimpse of the new creative campaign later this year in support of a sales initiative with a more robust campaign launching in 2018. Interpublic's [Universal McCann](#) will continue to serve as MINI USA's media planning and buying agency through an existing contract.

MINI is an iconic brand with a rich heritage in pop culture and motorsports and is proud to be named as one of the Best Global Brands by global brand consultancy [Interbrand](#).

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The MINI USA sales organization is represented in the U.S. through a network of 128 MINI passenger car dealers in 39 states. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of four unique vehicles.