



MINI USA ANNOUNCES CROSSMEDIA TO MANAGE REGIONAL TIER 2 ADVERTISING BUSINESS.

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Woodcliff Lake, NJ – December 18, 2018 – [MINI USA](#) announced today they are expanding their Western Region Tier 2 media efforts with [Crossmedia](#) to include all Regional Tier 2 media starting in January 2019. The first campaign will launch in March.

The selection of Crossmedia follows the conclusion of a Regional Tier 2 Media agency review conducted by the MINI USA National and Regional Marketing teams with the support of The Burnett Collective that began in May. Crossmedia will manage Regional Tier 2 media across the four Regional teams to promote tactical offers in an efficient manner to the right audience and ultimately drive showroom traffic to help drive sales for local MINI dealers. The four finalists in the pitch included Affinitiv, Empower, Merkle and Crossmedia, with Crossmedia ultimately winning the business.

[IPG Mediabrands' UM](#) will continue to be the national media agency for brand and product advertising. MINI USA advertising creative will continue to be provided by Pereira & O'Dell.

“We had some great agencies participate in the pitch for MINI’s Regional Tier 2 business and each brought different perspectives.” said Patrick McKenna, Department Head, MINI Brand Communications. “Crossmedia ended up on top based on their media targeting approach, team dynamic, and campaign performance.”

“They’ve come up with innovative media solutions to find the right audience for our products while localizing our tactical Tier 2 messaging.” McKenna continued. “We look forward to expanding the partnership with them in 2019 across all of our regional teams,”.

Participants in the decision also included two dealer representatives, Michael Vadasz from Otto’s MINI in Exton, PA and Regina Dahm from Motor City MINI in Detroit, MI, along with the MINI USA National and Regional Marketing teams.

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 five unique vehicles.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

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Summary of MINI USA’s advertising/marketing agencies:

National media: UM

Regional Tier 2 media: Crossmedia

National brand and Regional/dealer creative: POD

Social and Website: 360i

CRM: Merkle