

# BMW Group

## U.S. Press Information

**For Release:** October 4, 2023

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### **BMW of North America Awards Media Planning and Buying Business to Omnicom in the Americas Region.**

- **Omnicom Will Create a New Bespoke Division Under Critical Mass to Lead Media Planning and Buying for the BMW, MINI, and BMW Motorrad Brands in the U.S., Canada, and Latin America.**

**Woodcliff Lake, NJ – October 4, 2023...** BMW of North America has awarded its national and regional media planning and buying business to Omnicom in the Americas Region. For the first time, BMW of North America is consolidating media planning and buying activities for BMW, MINI, and BMW Motorrad in the U.S., Canada, and Latin American markets. The agency has been awarded a five-year contract which begins on January 1, 2024.

BMW enlisted Ebiquity to lead the process of reviewing its full agency roster late last year as part of a regular review cycle. A review of the company's lead creative agency, social media, digital media, and CRM agencies is ongoing, and expected to be completed by the end of this year.

"It's no secret that the media landscape has become increasingly complex, and is rapidly changing," said Marcus Casey, Chief Marketing Officer, BMW of North America. "Against this backdrop, and with the consolidation of our media planning and buying activities across three brands and multiple countries, it was important that we found a forward-thinking partner who is able to tackle the challenges of the digital and social era."

Omnicom will take over from incumbent IPG / Universal McCann, which originally won the BMW business in 2009, and added the MINI business in 2016.

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“We’ve partnered with BMW for seven years now, and it’s been remarkable to be part of the brand’s digital transformation,” said Chris Gokeirt, CEO of Critical Mass. “BMW is poised to deliver the best customer experience in the industry, and we’re excited to develop a bespoke media solution across the Americas.”

BMW’s current agency roster in the U.S. also includes: Goodby, Silverstein & Partners, lead creative; Critical Mass, website and digital; Performance Art, data and CRM, and Anchor Worldwide, social media.

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### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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