
BMW NORTH AMERICA HIRES KIRSHENBAUM



BMW of North America has selected Kirshenbaum Bond Senecal & Partners in New York, as its lead agency in the United States for national brand creative work and creative work for ads from regional and local BMW dealers and a three year contract is being signed. In its final presentation the agency demonstrated a strong platform of impressive brand insight as well as memorable creative executions. Till now BMW had one lead agency for national ads and another lead agency for dealer ads. BMW is reviewing another assignment, to create ads for African-American and Hispanic consumers. The combined spending for the national, regional and local ads is estimated at \$160 million. Read the original article here: [BMW Awards Major U.S. Ad Work to One of Its Agencies](#)

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