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IMJ corporation  
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CEO Shinji Takeuchi

## IMJ appointed as Digital Lead Agency for 「BMW」 & 「MINI」

IMJ Corporation (Meguro-ku, Tokyo, CEO Shinji Takeuchi: IMJ) was appointed as the Digital Lead Agency for BWM Corporation (CEO, Peter Kronschnabl: BMW) on September 1, 2015.



It was customary for a Total Ad Agencies to represent all Advertising/Marketing work for the client including digital. However, recently as digital marketing becomes more important it is common in Japan to have a Lead Digital Agency specializing in the digital field like in the U.S. IMJ will, as the Lead Digital Agency in Japan, lead digital marketing efforts for both the “BMW” and “MINI” brands.

### **About BMW**

BMW Corporation was established in 1981 in Japan as a 100% subsidiary of the BMW AG (Bayerische Motoren Werke Aktiengesellschaft), the global automobile manufacturer based in Munich, Bayern, Germany that focuses on premium brands.

Since then, BMW started its own specialized dealer network, and developed industry standards such as low rate loans and certified used car certification to

enhance the quality of its products and services to its consumers to lead the import car category in Japan. BMW also provides after sales services at the showrooms around Japan.

**IMJ Corporation** (<http://www.imjp.co.jp/>)

IMJ Corporations roots its ground into the Internet and had various experiences in Web/Mobile integration which is now expanding into multi-devices including the Smart Phone. IMJ can provide 'One Stop' services (i.e. Strategy, Consumer visits, Web Analytics, Measurement and Analysis etc.) to maximize ROI of our clients in Digital Marketing.

Questions?

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