

Press release
8 June 2010

KKLD* and iCrossing Munich win global automotive social media account

The BMW Group has chosen the Berlin and New York City-based creative agency KKLD as the lead agency for its global social media activities. KKLD* and iCrossing of Munich, which manages the Group's international project operations, will be jointly responsible for the social media activities of the BMW Group brands BMW, BMW Motorcycle and MINI.*

KKLD* and iCrossing are delighted to assist the BMW Group in expanding its global social media activities. BMW is already one of the leading brands in terms of its active use of social media sites like Facebook and Twitter.

As the lead agency, **KKLD*** will apply its expertise to support the BMW Group in the areas of strategy, networking, placement and scouting in all its social media activities worldwide.

KKLD* has already successfully managed the social media account of the MINI brand, including its Facebook and Twitter accounts. Together with MINI, KKLD* also developed the creative community www.MINIspace.com. The Berlin-based creative agency will now be in charge of developing a social media strategy for the BMW Group brands BMW, BMW Motorcycle and MINI.

The Munich-based agency for digital marketing **iCrossing GmbH** will be responsible for all operational aspects of social media, for on-site coaching and for the international roll-out of social media activities in individual markets.

iCrossing is thus further expanding its successful cooperation with the BMW Group, which began in 2007. In addition to search engine optimisation (SEO) and international search engine marketing (SEM), iCrossing will in future support BMW's corporate headquarters in Munich in implementing its international, integrated social media approach and managing local launch activities in the various national markets.

www.facebook.com/BMW
<http://www.kkld.net>
www.icrossing.de

About KKLD* (<http://www.kkld.net>)

KKLD*, based in Berlin and New York, is a creative agency for cross-media campaigns. For more than five years, KKLD* has conceived, developed and managed online communities and social media sites worldwide. Its own start-up www.architizer.com, which was recently launched in collaboration with Marc Kushner in New York, has rapidly become the leading global social network for architects and interior designers.

KKLD* develops marketing strategies and concepts and also designs and implements communication campaigns for clients such as MINI, BMW, BAYER, Cervélo, Finnland Institut, Thomas Cook, Fujitsu Siemens, Lufthansa and Sage. The agency works with



designers, digital experts, musicians, architects and publishers to develop innovative, cross-media concepts for the advertising, digital marketing and events sectors.

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ABOUT iCROSSING

iCrossing employs a staff of 550 worldwide in 12 branch offices, with headquarters in Scottsdale, Arizona. The agency, founded in 1999, numbers among the leading service providers in the area of digital marketing. Our portfolio of services ranges from search engine marketing (SEM) and search engine optimization (SEO) to affiliate and cooperational management, to online media, to web development and web analysis using self-developed tracking tools. We also count social media marketing among our core competencies. iCrossing develops a wholistic approach to social media analysis and monitoring, from the development and implementation of successful strategies, to the continuous maintenance and optimization of these campaigns. Among our references are such notable clients as easyCredit, eBay, Epson Germany, ESPRIT, Nokia and O2 Germany as well as 40 Fortune 500 companies, such as Coca-Cola, Lego, Mazda, Office Depot, Toyota and Travelocity.

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