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EANS-News: SYZGY Group wins BMW-account

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Company Information

Bad Homburg / Berlin (euro adhoc) - SYZGY subsidiary Hi-ReS! Berlin, founded in April 2012, has gained a significant new client: in a pitch process, Hi-ReS! won an account of BMW AG, which includes the further development of the central brand website. The agency replaced BBDO Interone as account holder.

BMW is the third large car manufacturer in the client portfolio of SYZGY Group. Daimler and Mazda have been clients for many years. In 2012, Mathias Sinn and Sven Küster, Managing Directors of Hi-ReS! Berlin, brought additional automotive expertise to the Group: Prior to joining SYZGY, they were responsible for the account of Audi brand at Razorfish. Their work for AUDI AG received several awards, including a Cannes Lion in 2011.

Further inquiry note:

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