

# Serviceplan Middle East re-appoints BMW Middle East

Serviceplan Middle East remains BMW Middle East's lead creative agency after winning the agency-wide pitch.

For the past 11 years, Serviceplan Middle East has been the lead creative agency for BMW Middle East and all importers. After winning the pitch, Serviceplan Middle East will continue to be the creative agency for the Middle East region. The pitch process began in July and involved several agencies.

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