

WHO WE ARE

We're a data-driven creative agency. That means we all value testing, research and facts here, and don't take gut instinct for an answer. We question everything we do, and do what's right for the client first. It all ultimately leads us from just-feels-right creative to data-driven creative.

WHAT WE DO

We take a media-agnostic, but data-rich approach to all aspects of advertising – from branding and traditional advertising to digital and direct – and everything in between for both B2C and B2B advertising.



- Digital
- Email
- Social
- Direct Mail
- Radio
- Video
- Television
- Print
- Point of Purchase
- Out of Home

HOW WE DO IT

SoundCheck

At BIMM, we know there's a lot of uncertainty when it comes to marketing. That's why we SoundCheck everything using a suite of data-based tools. From your customer-targeting strategy to your creative, our SoundCheck approach allows you to minimize guesswork and maximize certainty every step of the way.

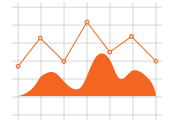
Some of these tools include:



Text-based Modelling



Hyper Insight Test



Predictive Modelling

OUR CLIENTS

- | | |
|------------------------------|------------|
| Audi | Loblaw |
| Bridgestone | SAIT |
| Canadian Safe School Network | Scotiabank |
| Cogeco | Shaw |
| Enercare | WD-40 |

HIGHLIGHTS

- Created and launched PC Plus™ — Canada's first truly digital loyalty program
- Created MyAudi Tracker, North America's first digital vehicle tracker
- Created and launched Cogeco's new brand

WHAT WE'VE WON



BIMM has won over 40 industry-recognized local and international awards for various clients.

COME SAY HELLO

We're located in Toronto's historic Distillery District.

BIMM Toronto

36 Distillery Lane
Suite 300
Toronto, ON M5A 3C4
416-960-2432

For new business

enquires, please contact:

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FAST FACTS

- Founded in 1980
- 60 employees
- 100% privately owned
- Bilingual capabilities