

WHO WE ARE

We're a data-driven creative agency. That means we value test, research, and facts – and don't take gut instinct for an answer. We question everything we do so that everything we do is right for our clients. Ultimately, this approach leads from just-feels-right creative to data-driven creative that works.

WHAT WE DO

We take a media-agnostic, data-rich approach to all aspects of advertising. From branding and traditional advertising to digital, direct, and everything else in between. And we do it all for both B2C and B2B.



- 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.

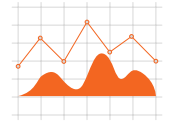
Some of these tools include:



Text-based Modelling



Hyper Insight Test



Predictive Modelling

OUR CLIENTS

- | | |
|------------------------------|---------------|
| Audi | Leon's |
| Bridgestone | Grainger |
| Canadian Safe School Network | PCF Financial |
| Cogeco | Element 5 |
| Habitat for Humanity | SAIT |

HIGHLIGHTS

- Launched a repositioning campaign for Leon's that saw increased brand awareness and perception across multiple demographics
- Our redesign of the Audi dealer online experience has been picked up throughout the US
- 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

Discover how a data-driven approach can benefit your brand.

newbusiness@bimm.com

FAST FACTS

- Founded in 1980
- 60 employees
- Member of the kyu collective
- Bilingual capabilities