

Press release

A miss can also be a win:

The newcomer agency CUBE brand communications hot on the heels of the Big 50 of the German agency scene

Just one year since it was founded and already the newcomer agency CUBE brand communications finds itself being ranked at 51st position of the top independent marketing agencies and therefore just missing out on a spot in the Big 50 of the German agency sector. Responsible for the scene's ranking are the two trade magazines W&V (Werben & Verkaufen) and Horizont, along with the general association for communication agencies GWA. "With our annual result we just fell marginally short of surpassing the initial hurdle of a turnover of 3.3 million Euros. That is unfortunate, however has only just fueled our sporty ambition for the upcoming years. Based on medium-term forecasts, we undoubtedly plan to be mixing up the Big 50 in years to come," says the agency's founder Frank Fichtner.

CUBE brand communications has only just started in January 2018 and even in its infancy it caused a stir: A turnover exceeding three million Euros, 50 employees and in the sum more than 1000 events in over 100 countries. "We pursue a holistic brand communications approach, which consists of two pillars: experiential marketing and brand building. The focus is clearly on the automotive industry due to our previous experiences", explains Dr. Michael Schilhaneck, co-owner and managing director of CUBE brand communications.

As the leading agency for the Audi driving experience center, CUBE oversees the entire spectrum of operational responsibilities for the largest driving experience center of AUDI AG: From event management and customer service to guest support and presentation technology, right up to mechanics and logistics of the premium vehicle fleet. Furthermore, the agency supports Audi regarding international driving experience programs (e.g. Audi ice experience), selected sports marketing schemes (e.g. promotions involving FC Bayern München or the FIS Alpine Ski World Cup) or organizing the deployment of Audi's concept car, the e-tron Vision GT (e.g. Race Taxi for the Formula E, road shows). For Audi Sport customer racing the startup provides event support during the 24 hours races in Spa and at the Nurburgring.

CUBE brand communications is however also a strategic partner in the field of brand communications for other stakeholders in the automotive branch. For example as the leading agency of sports marketing for the renowned SME BFFT Fahrzeugtechnik (= automotive engineering). This comprises the sponsorships for the local football club FC Ingolstadt 04, the ice hockey club ERC Ingolstadt as well as the up-and-coming racing driver Fabian Vettel in the Lamborghini Super Trofeo Europe championships. Additionally on the agenda are strategic developments and their respective communicative execution for major corporations (e.g. consultancy and brand launch of EDAG BFFT electronics) as well as for startups (e.g. comprehensive brand management of digitalwerk, e.telligent and IP Camp).

After a very successful initial year the revs are pushing towards the future. "The goal is to grow in size by obtaining new exciting projects", expresses Schilhaneck. Besides professional and sales-related competences, the young agency also excels at establishing a lively and value-orientated corporate culture. "This healthy startup spirit is an essential feature. We are a strong team with a pronounced staff orientation aiming at community, identity and work-life-balance. Motivation becomes the driving force of success", explains Schilhaneck and concludes with a wink: "The topic of rising amidst the Big 50 gives us all an extra boost!"

About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communications with the focus on experiential marketing and brand building. Founded in January 2018, the company from Ingolstadt employing a staff of 50 people has generated over three million Euros within its first business year. Its client base includes AUDI AG and also other automotive companies from southern Germany.

For further information about CUBE brand communications, please go to www.cube-bc.com or alternatively on request by using the details listed below.

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Picture 1:

Managing directors CUBE brand communications: Frank Fichtner, Dr. Michael Schilhaneck

(Source: CUBE brand communications)



Picture 2:

CUBE brand communications: Lead Agency Audi driving experience center

(Source: AUDI AG)