

Press release

Newcomer agency CUBE brand communications: Enthusiastic growth - The team is the driving force

The owner-managed newcomer agency CUBE brand communications founded in 2018 and operating in the field of brand communications with the specializations experiential marketing and brand building, remains on its path of growth. The internationally active company from Ingolstadt comprised of 50 employees generated in its first financial year a revenue exceeding three million Euros. Having been launched as the leading agency for the largest driving experience center of the AUDI AG, the agency additionally oversaw in its founding year other diverse projects involving Audi as well as for other automotive companies in the German-speaking countries.

"And we continue to extend our customer portfolio", explains the agency's founder Frank Fichtner. Especially where challenging contracts are concerned, like the examples of Audi AG, it is of great importance to have a highly motivated and qualified team to be able to rely on. "To ensure a long-lasting experience of brands, products and their conveyed messages, satisfaction for both the staff and the customers is of equal importance to us. As an employer focused brand therefore good working relationships on all levels is the centre of our interest. Thereby everything we do, can and should be embedded in enjoyment. Working with a smile across your face is explicitly desired", emphasizes Fichtner.

Dr. Michael Schilhaneck, co-owner and managing director, adds "Enthusiasm at the workplace carries over into boosting the customer's enthusiasm. Our mission is to embody a well-respected employer, who places the appreciation of the employees at the center of its corporate activities."

30 days holiday, flexitime accounts and 13 yearly wage installments are the norm at CUBE. In addition, modern out of the ordinary building complexes, for example the Audi driving experience center in Neuburg or at CUBE's headquarters in Ingolstadt, boast attractive places of work. Furthermore regular CUBE team events are an motivational factor, as per Dr. Schilhaneck. These include for instance attending matches of regional football and ice hockey clubs (FC Ingolstadt 04, ERC Ingolstadt) or excursions to motorsport and eSports events (DTM Norisring, ESL ONE Cologne, Gamescon Cologne). Other mentionable annual events are the festivities in summer and winter as well as a skiing trip. "We can tackle major challenges posed by our clients, because we are such an effective unit", accentuates Dr. Schilhaneck. "Our employees don't strive for the regular working culture. Therefore, a weekly get-together for breakfast or after work are a part of CUBE's practiced culture and are certainly supported by us."

"When everyone enjoys working and going into the office, this is immediately reflected in higher customer satisfaction", both managing directors conclusively agree. Thus, CUBE brand communications utilizes its staff motivation as an engine for further growth.

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 GmbH)



Picture 2: Office with a view on the handling parcours of the Audi driving experience center in Neuburg/Danube
(Source: AUDI AG)



Picture 3: CUBE Headquarter in modern and light flooded working area
(Source: Richie Mueller)



Picture 4: Happy at work with the team of CUBE brand communications
(Source: CUBE brand communications GmbH)



Picture 5: Regularly watching games of FC Ingolstadt 04
(Source: CUBE brand communications GmbH)



Picture 6: Celebrating After Work
(Source: CUBE brand communications GmbH)