

Press release

Full speed ahead: newcomer agency CUBE brand communications puts brands on the fast track

A turnover exceeding three million Euros, 50 employees and over 1000 events in over 10 countries: Just a year after its launch in January 2018 the owner-managed and internationally active agency CUBE brand communications has already secured one of the leading positions in the field of communications agencies. "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", explains the agency's founder Frank Fichtner regarding their winning formula.

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 maintenance and logistics of the premium vehicle fleet. Furthermore, the agency provides support regarding international driving experience programmes (e.g. Audi ice experience), selected marketing schemes (e.g. promotions involving FC Bayern München) or organizing the deployment of Audi's concept car, the e-tron Vision GT (e.g. Race Taxi for the Formula E). For Audi Sport customer racing the startup is in charge of the event support for the 24 hours of Spa at the Nürburgring.

CUBE brand communications is however also an established partner in the field of brand communication for other stakeholders in the automotive branch. For example, as the leading agency of sports marketing for the renowned electronic engineering SEM BFFT Fahrzeugtechnik. 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 companies (e.g. brand launch consultancy of EDAG BFFT Electronics) as well as for startups (e.g. comprehensive brand management of digitalwerk, e.telligent and IP Camp).

"We have a very successful first year behind us, now it is time to take it to the next level", states Dr. Michael Schilhaneck, co-owner and managing director of CUBE brand communications. Key success factors are the employees. "Staff orientation which aims at a healthy work-life-balance and community building is a vital part of our corporate philosophy. This includes flexitime accounts as well as regular team events", as per Schilhaneck. "We have really arrived in the market. Now we are looking to the future. The signs are pointing undoubtedly to expansion."

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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Image 1:

Management board CUBE brand communications: Frank Fichtner, Dr. Michael Schilhaneck

(Source: CUBE brand communications)



Image 2:

CUBE brand communications: Leading Agency Audi driving experience center

(Source: AUDI AG)