

GOOD START INTO THE NEW YEAR: CUBE BRAND COMMUNICATIONS AMONG THE TOP 20 MARKETING AGENCIES IN THE FOCUS EMPLOYER AWARD

The year 2022 starts with positive news: the FOCUS business ranking lists CUBE brand communications from Ingolstadt in Upper Bavaria among the best 20 top employers of medium-sized businesses in 2022 in the field of marketing, advertising and PR. In the company size up to 50 employees, the study certifies CUBE brand communications a very high satisfaction of the employees with their internationally operating employer.

"Ranking 19th in the FOCUS Business Ranking of medium-sized companies 2022 is both confirmation and incentive for us to give our best as a team for our customers and the company. Especially and even more so in these difficult pandemic times for everyone," says the managing partner of CUBE brand communications Dr. Michael Schilhaneck.

The basis of the renowned FOCUS study is a complex, multi-stage data collection and evaluation of the respective employer brands. To this end, a total of more than 550,000 employees are surveyed each year and existing online evaluations of more than 38,000 companies are consulted. A total of around 4,000 SMEs were included in the Top Employer Ranking 2022.

"The decisive factor for CUBE brand communications' outstanding employee rating were exciting and inspiring customer events that we were able to hold for and with premium brands from the automotive sector - under very challenging conditions, as they have been for now set by COVID-19 for almost two years," explains Schilhaneck. "However, Covid-19 has brought the team even closer together and inspired many creative solutions. This unique team spirit and creative drive can be clearly felt throughout the agency."

Since its founding in 2018, CUBE brand communications has focused on brand experience and brand building in the automotive sector. At its locations in Ingolstadt and Neuburg, as well as in Bolzano, South Tyrol, the company works for renowned international brands such as Audi, BMW, BMW Motorrad, Bosch, Continental, Daimler or VW. One focus is on driving events in the areas of Driving & Riding Experience as well as experience programs for the future technologies of the automotive industry, in particular driver assistance systems and electromobility.

Before the pandemic, around 1,000 events with over 20,000 participants were implemented annually in ten countries. "This is recently somewhat we want to resume in post-Covid times," confirms Dr. Michael Schilhaneck. "The experience of future technologies in mobility is more relevant than ever in these comprehensively transformative times. Customers and our employees are already waiting in the wings with enthusiasm and fresh ideas."

About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communications with a focus on brand experience and brand building. The agency was founded at the beginning of 2018, currently employs over 50 people and generates an annual turnover of over 3 million Euros. Customers are international automobile and motorcycle manufacturers as well as technology companies and service providers in the automotive industry. CUBE brand communications is also a member of the innovative INSTART group. Under the claim "Develop future technology - experience future technology", five companies have joined forces to act synergistically on the market. The group has a total of 200 employees at eight international locations.

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The agency management of CUBE brand communications: Frank Fichtner, Dr. Michael Schilhaneck (v.l.n.r.).

(Source: CUBE brand communications GmbH)