

## **THIRD TIME'S A CHARM: CUBE BRAND COMMUNICATIONS MAKES IT INTO THE TOP EMPLOYER RANKING OF GERMAN MEDIUM-SIZED BUSINESSES FOR THE 3RD TIME IN A ROW**

**After the premiere in 2021 and a very good performance in 2022, the agency for brand communication with a focus on brand experience and brand building has once again made it into the top 50 employers of the FOCUS business ranking in the field of marketing, advertising, and PR. Just in time for the company's fifth anniversary, the hatrick is thus complete!**

The employer ranking, which is determined annually by FOCUS-Business and FactField in a multi-stage evaluation process and considers over 4,300 companies, certifies CUBE brand communications within the size category of up to 50 employees a consistent very high level of employee satisfaction.

"Of course, it makes us proud to receive this award for the third year in a row. At the same time, it is proof that the consistent employee orientation anchored within the agency is honored by our colleagues. For them to fulfill their task of sparking emotions and enthusiasm among customers, they at first must be enthusiastic about their work environment," Dr. Michael Schilhaneck, Managing Director, and co-owner of CUBE brand communications, is certain.

Full of enthusiasm and motivation to create unique brand experiences, the agency is heading into a packed anniversary year in 2023. In the past five years, the agency has been able to develop from a start-up into an international player for brand communication. In addition to large medium-sized industrial and supplier companies in the automotive sector, the agency's client base includes renowned automotive brands such as Audi, BMW, and VW. While the former benefit from the agency's marketing and communications know-how, CUBE brand communications fulfills the role of a service provider for the latter, taking responsibility for staging and communicating brand experiences.

Since 2021, the two subsidiary brands Driving Experience Alto Adige and Riding Experience Alto Adige have also been part of the service portfolio of CUBE brand communications. The focus here is on the organization and implementation of brand-independent events against the impressive backdrop of the Dolomites. The unique driving experiences are aimed equally at B2B and B2C customers. The exclusive event partner and marketer of Safety Park Alto Adige is confident that 2023 will be the first business year without external (corona-related) influences. "For our fifth anniversary, we want to regain full momentum and create numerous unforgettable moments for our customers in South Tyrol," affirms Dr. Michael Schilhaneck.



## About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communication 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. Its clients are international automobile and motorcycle manufacturers as well as technology companies and service providers in the automotive industry. CUBE brand communications also belongs to an innovative group of companies. Under the claim "Develop future technology - experience future technology", five start-ups have joined forces to operate synergistically in the market. The group has a total of 200 employees at eight international locations and a sales volume of 22 million euros.

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**Image 1:** Frank Fichtner (l.) and Dr. Michael Schilhaneck (r.) – the managing directors of CUBE brand communications  
(Quelle: CUBE brand communications)



**Image 2:** Light-flooded offices: Headquarters of CUBE brand communications in Ingolstadt  
(Source: CUBE brand communications)



**Image 3:** CUBE employees at an afterwork event  
(Source: CUBE brand communications)



**Image 4:** Fun at work for the CUBE team  
(Source: CUBE brand communications)



Image 5: Certificate TOP Employer Medium-Sized Businesses 2023  
(Source: CUBE brand communications)



Image 6: Certificate TOP Employer Medium-Sized Businesses 2022  
(Source: CUBE brand communications)



Image 7: Certificate TOP Employer Medium-Sized Businesses 2021  
(Source: CUBE brand communications)