

5 YEARS OF CUBE BRAND COMMUNICATIONS: AUTOMOTIVE BRAND EXPERIENCES FOR TRANSFORMATIVE TIMES

From start-up to one of the top agencies in the field of automotive brand experience: CUBE brand communications has developed into a relevant international agency player in brand communication in just five years. Since the agency was launched in 2018, the company has already been able to serve renowned international automotive and motorcycle manufacturers as well as technology companies as clients at its locations in Ingolstadt, Neuburg and Bolzano, South Tyrol, including Audi, AVL, BMW, BMW Motorrad, Bosch, Continental and VW, for example.

One focus was on driving programs developed in-house in the areas of Driving & Riding Experience as well as special modular training programs for dealers to increase e-technology confidence. In the pre-pandemic period, around 1,000 events have already been held with over 20,000 participants in ten countries. Demand surges again after Covid restrictions lifted.

"The experience of future technologies in mobility is more topical than ever in these comprehensively transformative times. This motivates our customers and employees alike," explains Frank Fichtner, founder and CEO of CUBE bc. His partner in the management and co-founder of the agency, Dr. Michael Schilhaneck, confirms: "The concept is working. We want to pick up this momentum again in post-Covid times, which has recently slowed down somewhat due to Corona."

According to Schilhaneck, CUBE bc's success is based on three pillars: First: Strategic automotive marketing for large and medium-sized automotive companies. Second: Staging and communicating brand experiences as a service provider for large customers such as Audi or BMW. Thirdly: independent organization of brand-independent events by the CUBE bc subsidiaries Driving Experience Alto Adige and Riding Experience Alto Adige in the specially designed Safety Park in Bolzano and challenging rides against the backdrop of the Dolomites in South Tyrol.

CUBE bc has proven to be a sought-after brand communication partner, especially when it comes to future mobility topics. For example, in the support of fast-charging stations with a connected premium lounge area, as is currently the case in Nuremberg at the Audi charging hub. Or in Automated Valet Parking: In a joint project with the German Association of the Automotive Industry, driverless parking functions in parking garages were combined with additional services such as washing and charging at the International Motor Show (IAA).

"Mobility is changing and is being 'supercharged' with new functions and experiences. This opens up completely new horizons for mobility providers and their brand communications. CUBE brand communications can and wants to become a game changer here with its experience," concludes 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 act synergistically on the market. The group has a total of more than 220 employees at eight international locations and a sales volume of more than 22 million euros.

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Image 1:

Managing directors of CUBE brand communications: Frank Fichtner, Dr. Michael Schilhaneck
(Source: CUBE brand communications)

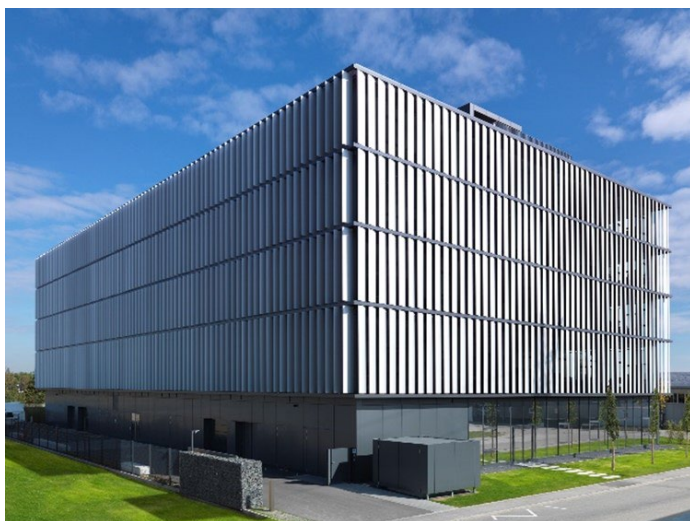


Image 2:

Headquarts of CUBE brand communications in Ingolstadt
(Source: CUBE brand communications)



Image 3:

Technologies of the future in mobility:
The Audi charging hub in Nuremberg. Here CUBE brand communications is currently looking for customer advisors
(Source: Audi AG)