

EXPERTS FOR AUTOMOTIVE MARKETING

In addition to staging brand experiences for clients such as Audi and BMW and independently organizing brand-independent driving experiences, CUBE brand communications is an expert in strategic automotive marketing. With a background of more than ten years of expertise in brand management in the automotive industry, the brand communications agency sees itself as a strategic partner for start-ups and small and medium-sized enterprises.

In strategic automotive marketing, CUBE brand communications pursues a holistic brand management approach. The agency's services cover the entire process of successful brand management, from strategy development to the operational implementation of brand instruments and monitoring. "The fact that we work with our clients on both strategy and implementation helps accelerate their goal of achieving higher brand awareness in their relevant target groups," says CUBE Managing Director Dr Michael Schilhaneck, explaining the advantages of working with the Ingolstadt-based agency.

CUBE brand communications considers brand management to be a central component of strategic corporate management. The agency achieves the desired positioning of a client in relation to the target groups through a holistic view of the company's brand. "Time and again, we see companies implementing isolated, detached marketing measures without a pre-defined goal or strategy. This approach costs a lot of time and money for the companies and, in particular, does not lead to the desired goal," says Schilhaneck. CUBE bc has developed a model-based, four-phase process for automotive start-ups and SMEs. This brand management process includes all the necessary marketing instruments for holistic brand management. As part of the strategy, CUBE brand communications prepares comprehensive market and benchmark analyses for its clients. The analyses of market segments, target groups, competitors, special features and end customers form the basis for the second phase of the process: the development of a branding and communication strategy tailored to the goals of the customer. The strategy development is followed by the operative implementation of the branding strategy. CUBE brand communications covers both above-the-line and below-the-line marketing measures as well as the spectrum of online marketing. Monitoring completes the process. By continuously measuring the success of the communication activities, CUBE bc always aligns the marketing measures in a target-oriented way in conjunction with the clients.

"The automotive industry is facing long-term challenges in the current era of the mobility revolution, the ongoing war for talents and the fundamental increase in technology," says Schilhaneck, describing the situation of the automotive sector in Germany. Schilhaneck continues: "This makes it all the more important for the players in the industry to build up a strong corporate and employer brand through tailor-made marketing strategies. In the meantime, numerous innovative automotive start-ups such as e.telligent, digitalwerk & ip camp as well as leading service providers in the automotive industry such as EDAG, AVL and BFFT rely on the expertise of the agency for brand communication. Other clients of CUBE brand communications include international premium brands such as Audi, BMW, and Maserati as well as the German Association of the Automotive Industry (VDA).



About CUBE brand communications

CUBE brand communications is an international, owner-managed brand communications agency with a focus on brand management and brand experience. The agency was founded in Ingolstadt in January 2018, employs more than 50 people at four locations and generates an annual turnover of more than €3 million. Its customers are international car and motorcycle manufacturers, technology companies and development service providers in the automotive industry. From 2021 to 2023, CUBE brand communications is one of the top employers in the FOCUS business ranking in the field of marketing and communications.

The communications agency is also a member of the innovative INSTART group. Under the slogan "Developing future technology - experiencing future technology", five companies have joined forces to act synergistically in the market. The group has over 200 employees at eight international locations and a turnover of €22 million.

CONTACT

Julian Scholl

Mail: info@cube-bc.com

Telefon: +49 (0) 173 / 659 25 68

CUBE brand communications GmbH

Dr.-Ludwig-Kraus-Str. 2

85080 Gaimersheim



Image 1: Dr. Michael Schilhaneck, managing director of CUBE brand communications
(Source: CUBE brand communications)



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



Image 3: Ideal brand management process
(Source: CUBE brand communications)

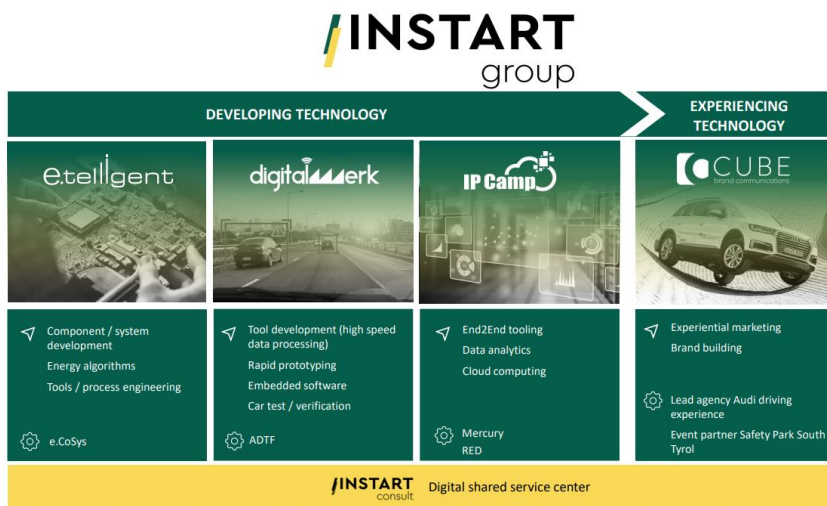


Image 4: CUBE brand communications as part of the INSTART group
(Source: CUBE brand communications)