

AS CLOSE AS IT GETS - FIRST-HAND EXPERIENCE OF THE FINAL SERIES OF THE GERMAN ICE HOCKEY LEAGUE

The latest sponsorship activation from the brand communication agency once again puts fans and employees right in the middle of the action. An area reserved exclusively for the client INSTART group, located directly next to the penalty bench, conveys the action on the ice in a breathtaking way. With unique activation forms like this, CUBE brand communications ensures an emotional connection for those involved and supports its clients in building their employer brands.

Since the start of its business operations in January 2018, CUBE brand communications has acted as a partner of the two Ingolstadt professional sports clubs, FC Ingolstadt 04 and ERC Ingolstadt, in its brand building business area. In addition to purchasing sponsorship rights for its clients, CUBE brand communications is particularly responsible for activating the partnerships. In this regard, the agency can draw on exclusive sports marketing rights that bring clients up close to the sporting action.

CUBE brand communications and ERC Ingolstadt have a longstanding sponsorship partnership that dates back to the championship year of 2014. Since then, they have acted as rights purchasers in various constellations and are responsible for conceiving and implementing sponsorship activation for their clients. Activating sponsorship rights in a particularly creative way is in the DNA of the Brand Experience and Brand Building specialists from Ingolstadt. With the fan balcony of BFFT aeromotive, they have already reached great heights in the past. Employees of the company were able to enjoy an exclusive view of the ice rink at the Saturn Arena. As the highest spectator area in the arena, the balcony was located directly under the hall roof, providing an excellent view of the action of the Schanzer Panther's game. The proximity to the fan curve created an additional goosebumps feeling.

In the current ice hockey season, our client INSTART Group moved from the highest to the next spectator area in the arena. Located directly at the edge of the ice surface and separated from the players only by a pane of plexiglass, employees were able to accompany ERC Ingolstadt from the quarterfinals to the final series of the German Ice Hockey League. As a brand communication agency, CUBE brand communications has a long-term brand building assignment with INSTART Group.

In addition to ice hockey, CUBE brand communications is also active in football sponsorship. Here too, the agency relies on emotion and unforgettable experiences. With a fan sofa located between the coaching bench and the fan block, CUBE brand communications allowed employees of its client BFFT Fahrzeugtechnik to experience FC Ingolstadt 04's games directly from the sideline. Goals and thrilling duels of the football professionals could be witnessed up close.

"Sports sponsorship is an essential area of activity for us as a brand communication agency. No other environment is so emotionally charged and integrative. We have been using it successfully for years, especially as an employer branding and recruiting tool for our clients," said Dr. Michael Schilhaneck, CEO of CUBE brand communications. "We have just witnessed how much sports mobilizes and connects people during the playoffs of ERC Ingolstadt. We are very grateful to our partner, ERC Ingolstadt, for the special activation opportunity directly



next to the ice. Even if it was not quite enough for the big coup this year, we congratulate the club on an outstanding 2022/2023 season", Schilhaneck continued.

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.

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Image 1: Experience breathtaking moments with CUBE bc
(Source: CUBE brand communications)



Image 2: Celebrating together with CUBE bc
(Source: CUBE brand communications)



Image 3: High up with the CUBE bc Fanbalkon
(Source: CUBE brand communications)



Image 4: Close up with the CUBE bc Fansofa
(Source: CUBE brand communications)