



Delphi cleans up at IAA in Frankfurt

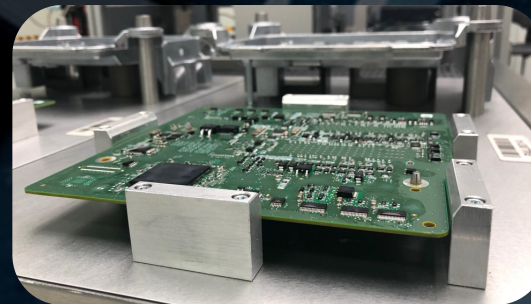
Headlining three new automotive technologies at the world's largest motor show, the IAA in Frankfurt, Germany, Delphi Technologies UK asked loop to coordinate its press activities for their launch.

The agency was tasked with promoting the innovations covering electric vehicle efficiency, optimised battery charging and a reduction in the emissions from conventional ICEs.

Working with stakeholders in the UK and in Europe, the agency team researched, drafted and distributed content around the world, and followed up with the leading publications to arrange interviews and drive coverage.

What we did

- Key messaging development
- Research and drafting of content
- Liaison with event organisers
- Media list development
- Distribution of content
- Media briefing and sell-in
- Enquiry management



1
World famous motor show

3
New automotive technologies

571
Media targets

13.3m
Total online readership

64k
Estimated coverage views