

The background of the entire page is a long, straight road stretching into the distance, flanked by trees and hills. The road is overlaid with a large, stylized 'X' shape formed by two thick, curved lines. One line is a vibrant lime green, and the other is a teal or turquoise color. The lines intersect in the center of the road, creating a sense of depth and movement.

loop

Automotive PR
from the experts

www.loopagency.co.uk

We are **loop**

loop is a specialist automotive PR and communications agency producing award-winning work for clients across Europe and internationally.

From our base at Bicester Heritage, the heart of the UK's classic automotive scene, we deliver a full service covering everything from simple stories to key projects, for clients stretching right across the automotive, engineering and technology sectors.

loop works with clients across multiple sectors within the automotive industry and has experience in everything from product launches to social media, brand strategy to retained support, and beyond. Whether you need a simple press release or a large-scale international event, loop has the expertise, experience, and contacts to make it work.

Above all, we're car people, and that means we have an infectious enthusiasm for everything we do that we promise will rub off on you.

Perfect planned communications

Backed by our insight we can steer your business results forward. Focused on your company's objectives, we can work with you to deliver the robust PR, marketing and communications plan that will get you there.

Product launches and PR

Offering a full-service, we can function as part of your inhouse team, or separately, to run a media office, manage a fleet of press vehicles and handle your media relationships, all to a set budget.

Event design and management

We have organised events for a range of clients from super-car manufacturers to software companies, and understand that attention to detail is vital. Handling the catering, delegate travel, lighting and AV, as well as logistics, is all part of the service.

“ **A communications agency built by experts in all things 'transport'** ”

OUR SERVICE



BRANDING & POSITIONING

Focused on your company's objectives, we can work with you to deliver the robust PR, marketing and communications plan that will get you there.



EVENT DESIGN AND MANAGEMENT

Whether you want to hold an online unveil, host a product launch or organise an industry event, loop will conceive, plan and deliver every aspect of the project.



CONTENT STRATEGY

Drawing on our insight and media monitoring expertise, we can also plan and execute social media and website content and campaigns.



PR

We can plan PR and communications projects that continue to deliver the messages, story and sentiment behind a brand, and help with key aspects like crisis communications and reputation management.



PRODUCT LAUNCHES

Offering a full-service, we can function as part of your inhouse team, or separately, to run a media office, manage a fleet of press vehicles and handle your media relationships, all to a set budget.



MEDIA MONITORING

Our media monitoring expertise allows us to evaluate the effectiveness of each activity and evolve campaigns as required.

OUR CASE STUDIES



ENERGISING AUDI'S PRESS MATERIALS

Making sure the facts speak for themselves, Audi wanted loop to produce its key media briefing documents ahead of every new vehicle launch

Drawing on the experience of its team, which includes former journalists, PR managers and technical writers, the agency redesigned and restructured the contents and format of the briefing documents to ensure they're highly effective in communicating the vehicles' key features and gaining favourable review.

loop liaises directly with the product managers and their teams to ensure that all information is up to date and delivered on time despite tight schedules.



"They don't just do what's asked: the team at loop goes the extra mile, offering solutions and alternatives that we hadn't even thought of"

GAVIN WARD

Head of Press and Public Relations, Audi UK



STOP THE PRESS: BMW'S MEDIA KITS

Ensuring consistency of messaging and accuracy of information, loop provides BMW media kits that are translated from German to English without any loss of the marque's brand values.

Editing content down to size within a tight deadline, the agency ensure that the detailed press kits deliver the key information to media in a concise and effective format.

Typically, the first communication on a new product, the media kits are a vital stage in building awareness and ensuring coverage with key titles and influencers.



OUR CASE STUDIES



RENAULT PR SUPPORT

As it implements its 'Renaulution' initiative, Renault Group needs suppliers who understand the details of its ambitious transformative program, which will move the brand from volume to value.

Providing much of the content needed by the PR department, the loop delivers a broad range of material used in media engagement for both B2B and B2C sectors.

With long standing relationships in Renault, as well as sector expertise, the account team provide highly accurate content to deadline and on budget.

loop liaises directly with the product managers and their teams to ensure that all information is up to date and delivered on time despite tight schedules.



WHAT WE DO

Press releases

Photography

Video services

Press kits

Product update releases

Price/technical documentation

Specification announcements

Social media posts

OUR CASE STUDIES



#MERRYDRIFTMAS – AWARD-WINNING FUN

A YouTube hit, Lotus #MerryDriftmas was about thinking outside of the box, and it was a bit of fun.

The low-budget, high-impact video features a sports car delivering a Christmas tree to the company’s site in Norfolk. #MerryDriftmas was brought to life by loop and delivered in the immediate run-up to the holidays.

Highly successful, with a fantastic return, this campaign was championed through social channels to deliver a light-hearted celebration of the season to Lotus fans around the world.

The project’s success was formally recognised in the Creative Moment Awards as best Automotive Campaign.

WHAT WE DO

- | | |
|----------------------------------|------------------------------|
| Concept creation and development | Social media development |
| Strategy planning | Press release generation |
| Storyboard development | Media engagement and sell-in |
| Video planning and production | External supplier management |

140+
Articles of coverage

49k
Instagram Video Views

733k
Facebook Reach

93k
YouTube Views



EVENTS WITH A DIFFERENCE

When SsangYong needed help with its events loop realised a fresh approach was required.

Rather than going head-to-head with more established brands, with bigger budgets, the agency mixed things up to create lower budget events that would really appeal to target media - dialing up the fun in the process.

The first was the #PackedLaunch in a lunch bag, a festive road trip to a Christmas market in Europe, and a ‘Dirty Weekend’ with off-roading, hot tubs and handcuffs!

“The response from the events was fantastic and journalists are engaging much more positively with the brand as a result.”

200+
Media

100%
Feedback

1
Happy Duke of Marlborough

WHAT WE DID?

- Creative consultancy
- Launch planning and delivery
- List building
- Invitations
- Asset creation



OUR CASE STUDIES




WHEN IT ALL JUST CLICKS

Leading specialist insurer Footman James relies on loop to produce amazing content week-in week-out... and we do.

Responsible for everything from tone of voice through to subject matter, the agency ensures that the classic car and bike insurer’s marketing content is enticing and relatable for both existing and potential customers.

Published on the company’s own website, as well as on its owned channels and even as through leadership pieces in trade publications, it draws response and click-through rates in excess of 50%.

 **50%**
Clickthrough rate

 **28%**
Uplift in overall engagement

 **8000**
Words written per month

 **10**
Articles per month

WHAT WE DO

- Thought leadership
- Blogs and opinion pieces
- Industry commentary
- Press releases

WHERE WE DO IT

- Client’s website
- Social media
- Newsletters
- Trade publications

ELECTRIFYING THE TRANSIT

Hybrids and EVs are now part of our lives, and that’s thanks to companies such as Prodrive that fast-tracked the development of Ford’s plug-in hybrid van.

Promoting Prodrive’s work on the development of the Ford Transit Connect PHEV, loop engaged directly with selected media to offer a deep insight to the engineering consultancy’s work and its capabilities.

The story was huge, not only in technical publications but also in influential consumer titles.



The team combines in-depth technical knowledge with excellent copywriting – fundamental skills that are increasingly scarce in the social media age

BEN SAYER, PR MANAGER, PRODRIVE

OUR CASE STUDIES



Aussie Rules

One of motorsport’s oldest and most illustrious racing families marked its return with a gala event in London to unveil a new hypercar, the Brabham BT62.

Involved in media strategy and planning from the start, the agency was responsible for the production, publication and distribution of all press material, to a tightly controlled schedule.

Working in a six-month window, the campaign teased details of the new car in the lead up to its unveiling.

From an unveiling at the Australian Embassy - surrounded by VIPs, famous racing drivers and media - to the public debut at the Goodwood Festival of Speed, the agency was on hand every step of the way.



Technology in motion

Uniti’s asked loop to launch its Uniti One urban vehicle – a small electric vehicle designed for either shared or personal mobility in city centres.

loop engaged directly with the world’s automotive media on the launch of Uniti One and its unique digital architecture.

Achieving coverage in preferred titles and spreading the story around the world, loop exceeded the client’s expectation in building the brand’s equity ahead of its next round of funding.



WHAT WE DID

- Launch strategy and planning
- Content development
- Press release and content generation
- Media briefing and sell-in
- Event invitation and logistics

WHERE WE DID IT

- Media and guest management
- Video and photography production
- Interviews and passenger rides at Goodwood
- Festival of Speed

WHAT WE DID

- Media insight
- Strategy and messaging
- Content development
- Media engagement and sell-in

WHERE WE DID

- Targeted media distribution
- Detailed media briefing
- Interview management
- Press office function

509
Pieces of coverage

4.01b
Online readership

18.2m
Estimated coverage views

6.03k
Social shares







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Social Media

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