

A silver BMW M3 is shown from a front-three-quarter perspective, driving on a dark road at night. The car's headlights are on, and the BMW logo is visible on the front grille. The background is dark and out of focus.

loop

# AGENCY INTRODUCTION

Credentials & Case Studies

[loopagency.co.uk](https://loopagency.co.uk)



About

# WE ARE **STORYTELLERS** WHO WILL INFORM ENTERTAIN AND ENGAGE YOUR TARGET AUDIENCE

A communications agency built by experts in all things 'transport' at the heart of the industry. Storytellers who will inform, entertain and engage your target audience

loop



# WE GET BRANDS TALKED ABOUT



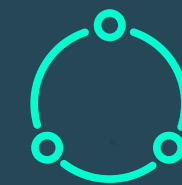
Content Creation



Creative Campaigns



Social Media



Internal Coms



Influencer Marketing



Media Monitoring



Thought Leadership



News Jacking



Events

# OUR CLIENTS

- 1 OEMS
- 2 TIER ONE SUPPLIERS
- 3 TECH START-UPS
- 4 LIFESTYLE AUTOMOTIVE
- 5 CLASSIC CAR BUSINESSES
- 6 NATIONAL AUTOMOTIVE
- 7 EV COMPANIES

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HERE'S WHAT  
WE HAVE DONE...



# MG GETS MORE

MG has grown incredibly fast – more than 100,000 cars sold in Europe and UK last year – calling for an evolved PR strategy to reflect the trailblazing brand.

Providing full PR support for MG UK and subsequently MG Europe , **loop** manages media relations, fostering relationships with key titles and creating editorial opportunities.



## WHAT WE DO

- ✓ Media strategy
- ✓ New product launches
- ✓ Press releases
- ✓ Photography
- ✓ Video services
- ✓ Press kits
- ✓ Product update releases
- ✓ Price/technical documentation
- ✓ Specification announcements



9

Product launches

17

Product and corporate photoshoots

120

Press releases

245.85K

AVE from singular product launch

Case Studies: Audi

# 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 communication the vehicles' key features and gaining favorable 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.

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**“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 Public Relations



# #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.

#MerryDriftmaswas 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 recognized in the Creative Moment Awards as best Automotive Campaign.



## WHAT WE DID

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



121K

YouTube views

737K

Facebook reach

49K

Instagram video views

140+

Articles of coverage





Case Studies: Mahle Powertrain

# DRIVING TEST SUCCESS

MAHLE Powertrain is a trusted partner to vehicle manufacturers in the design, development and integration of advanced internal combustion engines and electrified powertrain systems.

When MAHLE opened its best-in-class Real Driving Emissions Centre in Northampton, the only one of its kind in the UK, **loop** promoted the award-winning facility by engaging with technical industry media specialists.

Through continuous insights into how MAHLE's facility can support vehicle design and development engineers, **loop** has helped to ensure the growing success and reputation of the Centre.

**loop**

**MAHLE**

*Powertrain*

**“WE WERE LOOKING FOR A RESPONSIVE AND PROFESSIONAL PR AGENCY WHO UNDERSTOOD THE TECHNICAL ASPECTS OF OUR WORK, AS WELL AS BEING WELL CONNECTED IN THE AUTOMOTIVE SECTOR. LOOP MET ALL OUR REQUIREMENTS”**

Daren Mottershead, Marketing Manager



# HIGH FLIERS

Innovative start-up Alauda and its Airspeeder race series chose **loop** to support its world debut at the Goodwood Festival of Speed.

**loop** was charged with the task of gaining maximum exposure for this radical launch –the world’s first flying ‘car’ race series. Airspeeder coverage ruled the media landscape for the entire Goodwood weekend and the results were extraordinary.



## THE BRIEF

- ✓ Launch strategy and planning
- ✓ Content development
- ✓ Media engagement and sell-in
- ✓ Press office

## HOW WE DELIVERED

- ✓ Project team at Goodwood
- ✓ Programme control
- ✓ Interview/media management
- ✓ Video and photography
- ✓ Crisis management

**AIRSPEDER**

179

Pieces of coverage

2.62B

Online readership

5.21M

Estimated coverage views

8.22K

Social shares

1ST

In natural search for event news



Case Studies: Footman James

# FOOTMAN JAMES INDICATOR REPORT

The brief: A deep dive into the classic car industry discussing the scene across three sections; owners, vehicles and business.

**loop** conceptualised, outlined and delivered this in-depth report creating customer and business surveys to gather insightful data. **loop** set out the 48 page document and created a full distribution schedule across B2B and B2C.

- 31% of all new business leads in 2022 for the period of the campaign can be directly attributed to Indicator report downloads
- Indicator has received more than 1,900 downloads and more than 9,000 page views
- Indicator was featured 50 times across online publications such as *Daily Express*, *MSN* and *Yahoo*, and print publications such as *Octane* and *Classic Car Buyer*

**loop**



**“INDICATOR HAS REALLY HELPED US TO OPEN UP IMPORTANT CONVERSATIONS ACROSS THE INDUSTRY, AND IT’S BEEN GREAT TO SEE WE’VE MADE AN IMPACT”**

Charlotte Mosely, Head of Marketing



Case Studies: Uniti

# TECHNOLOGY IN MOTION

Uniti 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.

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## THE BRIEF

- ✓ Provide media insight
- ✓ Form strategy and messaging
- ✓ Develop content
- ✓ Media engagement and sell-in

## HOW WE DELIVERED

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

Uniti

509

Pieces of coverage

4.01B

Online readership

18.2M

Estimated coverage views

6.03K

Social shares

61.1K

YouTube views



Case Studies: Robert Glover Classic Cars

# GET ROLLING WITH GREAT SOCIAL MEDIA

Robert Glover Ltd is a specialist purveyor of historic sports and competition motor cars, and it came to **loop** to turbocharge its social media presence.

A comprehensive calendar of content was produced to maximise both reach and engagement on Instagram.

Fresh, engaging and on-brand, the posts were tailored for each platform. A company profile was set up on LinkedIn, which was used as a forum for a range of thought leadership articles and photo galleries.

The results after five months were a 130% increase in followers, 930% increase in engagement. Profile reach is now global and Robert Glover received serious sales enquiries via its social channels.



**“WE DECIDED TO ENTRUST OUR ONLINE MARKETING AND PR TO LOOP LAST YEAR. SINCE THEN OUR SOCIAL MEDIA PRESENCE AND FOLLOWERS HAVE EXPANDED EXPONENTIALLY”**

Robert Glover, CEO



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# STAY IN TOUCH

Tim Bowdler,  
Head of Agency, loop

tim.bowdler@loopagency.co.uk  
07434 940162



[loopagency.co.uk](https://loopagency.co.uk)