



Automotive Comms

North West Automotive Companies – Marketing Case Studies



About Us: Automotive Comms

Strategic marketing and communication consultancy for the automotive industry



NAA UPDATE: YOU ARE INVITED TO ATTEND FORTHCOMING NAA EVENTS, AND TO APPLY FOR AN AWARD...

Carol invites you to attend the next NAA meetings, which include 'A guide to marketing for NW automotive companies and suppliers' on 4 October at MWS; the annual NAA networking dinner on 18 October at Carden Park; and a members networking meeting on 28 November at Jaguar Land Rover in Halewood... [Read more](#)



NAA SKILLS UPDATE: APPRENTICESHIPS

It's that time of year when many young people have received their GCSE or A-Level results and are wondering what to do next. Thankfully, a lot of emphasis is being given to apprenticeships at present, but I worry that we are still not doing enough to promote the benefits of apprenticeships to learners, parents and employers... [Read more](#)

About Us: Automotive Comms

The screenshot shows a web browser window titled "My Electric Avenue". The address bar contains the URL: <http://myelectricavenue.info/drive-electric-vehicle-part-my-electric-avenue-and-help-us-shape-low-carbon>. The browser's bookmark bar includes links for "Newspress", "Green Car Guide", "Electric Cars", "Apple", "Yahoo!", "Google Maps", "YouTube", "Wikipedia", "News (563)", and "Popular".

The main content area features a large illustration of a residential street with a blue electric car, people walking, and green trees. The text "MY ELECTRIC AVENUE" is prominently displayed on the left. Below the illustration, the question "COULD YOUR STREET BE AN ELECTRIC AVENUE?" is written in pink. A signpost on the right also reads "MY ELECTRIC AVENUE".

Below the main illustration is a search bar and social media icons for Facebook, LinkedIn, and Twitter. On the left side, a navigation menu lists: Home, About the Project, Our trials, Benefits to you, FAQs, News, Project library, The Partners, and Contact. A small box below the menu states: "MY ELECTRIC AVENUE IS OFFICIALLY LAUNCHED! See the full story and images from".

The central content area features a video player titled "My Electric Avenue Video" with a play button. The video thumbnail shows a newspaper article with the headline "Could your street be an electric avenue?" and a brochure titled "My Electric Avenue". Below the video, the text reads: "We're looking for ten 'electric avenues' - groups, or 'clusters', of ten people or more - where each person will drive an".

On the right side, there are two call-to-action boxes: "CHECK IF YOU LIVE IN THE PROJECT AREA AND REGISTER YOUR INTEREST" and "NEWSLETTER Sign up to our newsletter to receive project updates". At the bottom right, there is a section for "USEFUL INFORMATION ABOUT EVs".

About Us: Green-Car-Guide.com

The Original UK Green Car News Site, established 2006: news, reviews, features and a guide to the latest green cars



About Us: Promote

Marketing and communication consultancy for environmental & sustainability issues



Aim of this presentation

To present case studies about marketing projects for two NAA member companies

1. Auto Marine Cables

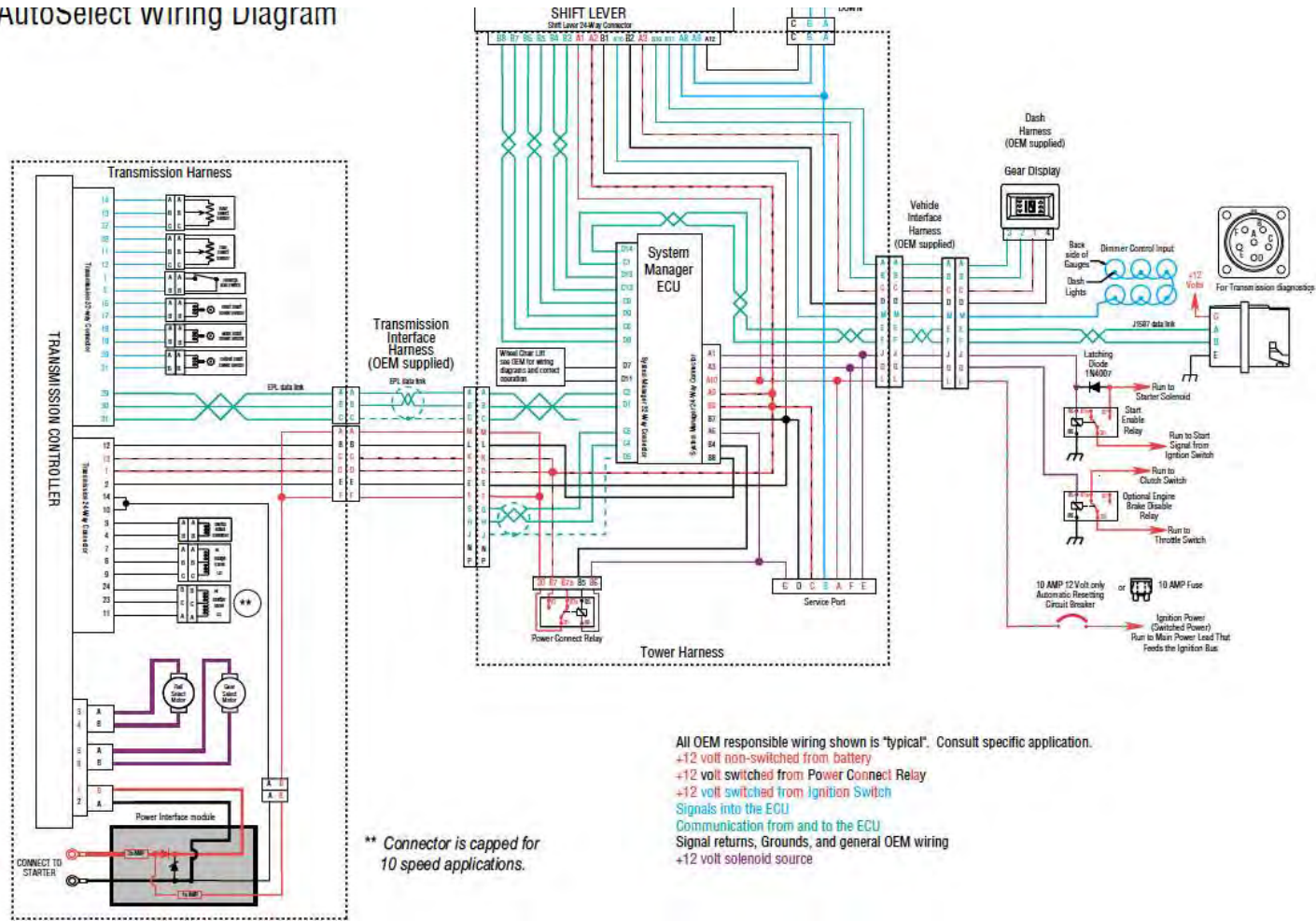
Project is still in its early stages

2. Performance Springs

The initial marketing work is complete

Inside an engineer's head

AutoSelect wiring Diagram



Inside a marketer's head



Automotive Comms

How do we create a professional image?

Follow the system...

The system

1. Marketing and communication strategy
2. Branding
3. Key messages and content generation
4. Image creation
5. Online communication
6. Marketing materials
7. Marketing implementation
8. PR
9. Events

Marketing Review & Strategy

Review:

- What do you want your business to achieve?
- Where is the business now?
- What do we need to do, to get to where we want to be?
- Understanding of business and business plan
- What do you stand for?
- Who are the dream customers you want?
- Where will the most lucrative markets be? Europe? Asia?
- Competitors – what are they doing?

Marketing Strategy:

- Clear plan to implement over next 1-3 years

Branding

Basics!

- People make an instant decision about you based on your brand
- Your brand includes your company logo – but is much more than that
- Regular winner of CoolBrands: Aston Martin
- Your brand needs to reflect what you are/what you stand for



Design

- Many suppliers in the automotive industry don't value or use design
- OEMs have very sophisticated marketing and communications
- OEMS not impressed by unprofessional image
- Design needs intelligent concept/big idea behind it



What you say and how you say it

- If a large potential customer visits your website and sees lots of spelling and grammatical errors this does not give an image of competence!
- All text about your company should be professionally written
- Need to create powerful engaging stories and headlines



Imagery

- A picture paints a thousand words
- Trend is for powerful images and fewer words
- But images must be professional and creative
- Photography
- Video
- Multimedia

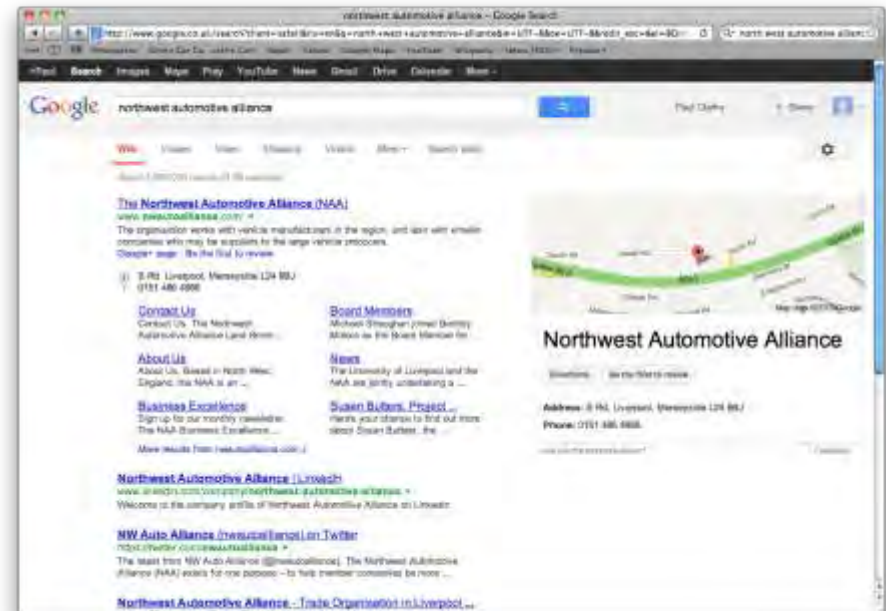
People think visually

Engineers' view of the world v customers' view of the world



Online communication - website

- Main marketing tool today
- Most automotive suppliers don't need a massive, complicated website
- But what is online must be professionally designed!!!
- See previous slides – needs professional brand, design, text content, images...



Online communication - other

- Other online communication is designed to drive people to your website
- E-newsletters
- Social media
 - Twitter
 - YouTube
 - LinkedIn
 - Facebook

Car Launch PR – Range Rover Evoque

Traditional approach:

- > Insiders (people close to the project)
 - > Automotive (media)
 - > Consumers

Communicate brand outwards via:

- CRM (contacts database)
- PR
- ATL (ads)
- Digital



Car Launch PR

New approach:

Insiders, automotive media and consumers all feel ownership as part of the brand before launch

Achieve this by building online relationships/‘fan base’ prior to launch – via social media such as Facebook, Twitter etc – get people to love the brand, ie. put customers on the inside – they’re not the last people to hear

Result:

50,000 pre-orders for the Evoque – many of these from before the car even existed

YouTube

Example: Our video – can a 50mpg Range Rover Evoque still get up a mountain?

- Very, very home-made!
- Initial video low resolution (40,000+ views)
- Replaced with higher res (105,000+ views)



Marketing materials

Other marketing materials that you're likely to need in your design style...

- Leaflets/brochures – PDF if not printed
- PowerPoint presentations

PR

- Press releases
- Dissemination to the right audiences – via media contacts
- The whole point – to avoid spending money on advertising

Events

- Industry shows
- Need a professional exhibition design
- Most important handout? – the most basic: business cards...

Auto Marine Cables

Brief

To develop more professional marketing in order to help grow the company

Auto Marine Cables

Brand – ‘evolution’

Before



Auto Marine Cables

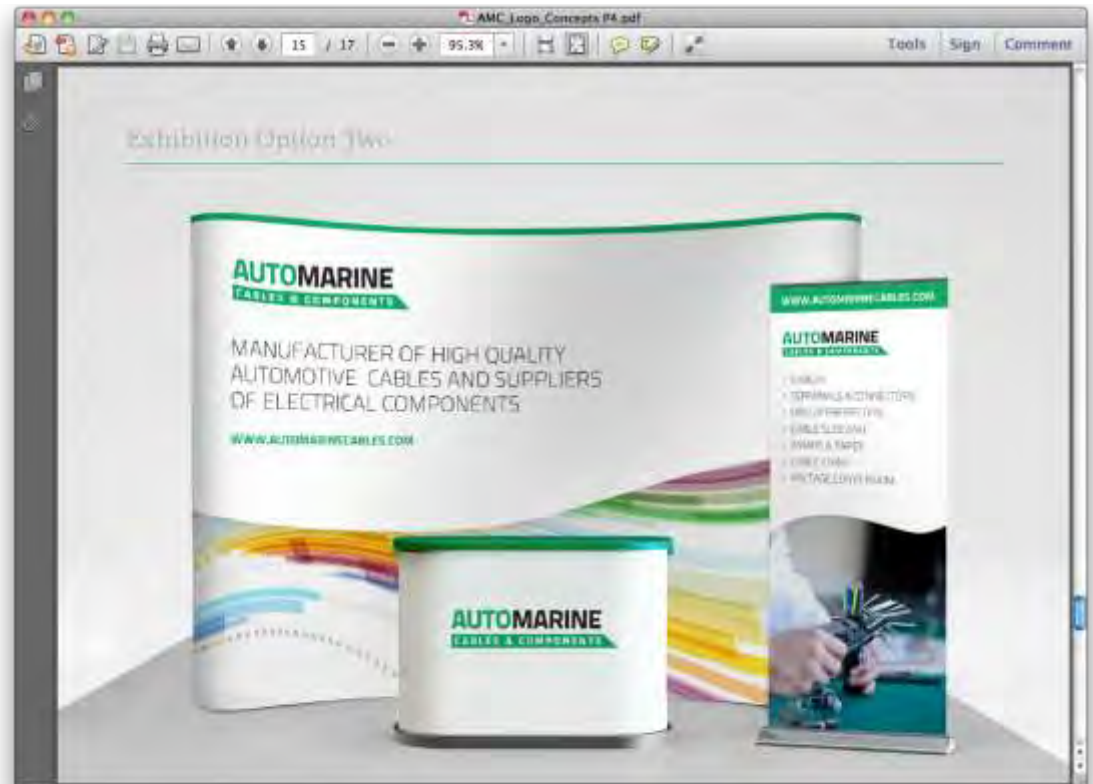
Brand – ‘evolution’

After



Auto Marine Cables

Example of possible implementation



Auto Marine Cables

Example of possible implementation



Performance Springs

“Here’s one we did earlier”

Marketing strategy

Aim: To move the positioning of the company away from a ‘jobbing shop’ to a high quality spring manufacturing company offering added value services such as design and consultancy, to help facilitate ambitious growth targets.

Performance Springs

Brand

Before



Performance
springs

Performance Springs

Brand

After



Performance Springs

Website

Before



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Home

HOME

Specialists in the design and manufacture of performance springs for the global market



Welcome to Performance Springs

Products

- Our current product range includes:
- > Compression Springs
- > Engine Valve Springs
- > Fuel Injector Springs
- > Clutch Springs
- > Fluid Power (Hydraulics) Springs
- > Internal & External Precision Coiled Circlips

- > Introduction
- > Accreditations
- > Latest
- > History
- > Spring Terminology

- Home
- Products
- Design & Innovation
- Testing
- Failure Analysis
- Finishing & Coatings
- Materials
- Quality
- Manufacturing
- Delivery

For Sales and Enquiries tel: +44(0)1253 716900 | Email sales



engineering innovation

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QUOTATION

Home



Quotation

Please fill in the form below providing as much detail as possible in order for us to provide a quotation.

Your Details

Contact Name:

Position:

Department:

Company Name:

Address:

Town/City:

County:

Postcode:

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- Design & Innovation
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- Failure Analysis
- Finishing & Coatings
- Materials
- Quality
- Manufacturing
- Delivery

Performance Springs

Website

After

Manufacturer of precision springs for high performance applications



- Home
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- Products
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Search...

Find precision springs for...

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- Defence
- Electronic Goods
- Marine
- Mining
- Motor Racing
- Off Highway and Construction
- Oil and Gas
- Power Generation
- Rail



Computer Aided Design and 3D modelling

Performance Springs is a growing, engineering driven company that stands for innovation, quality and technical excellence.



Manufacturer of precision springs for high performance applications



Home Services Market Sectors Products Technical About us News Contact



Services



Performance Springs works with very closely with OEMs and Tier 1s in the sectors such as premier automotive, large diesel, hydraulics and fluid handling; for high duty springs used in products such as engine valves, fuel injectors, clutches, powertrain, steering systems and hydraulic valves.

Further information...

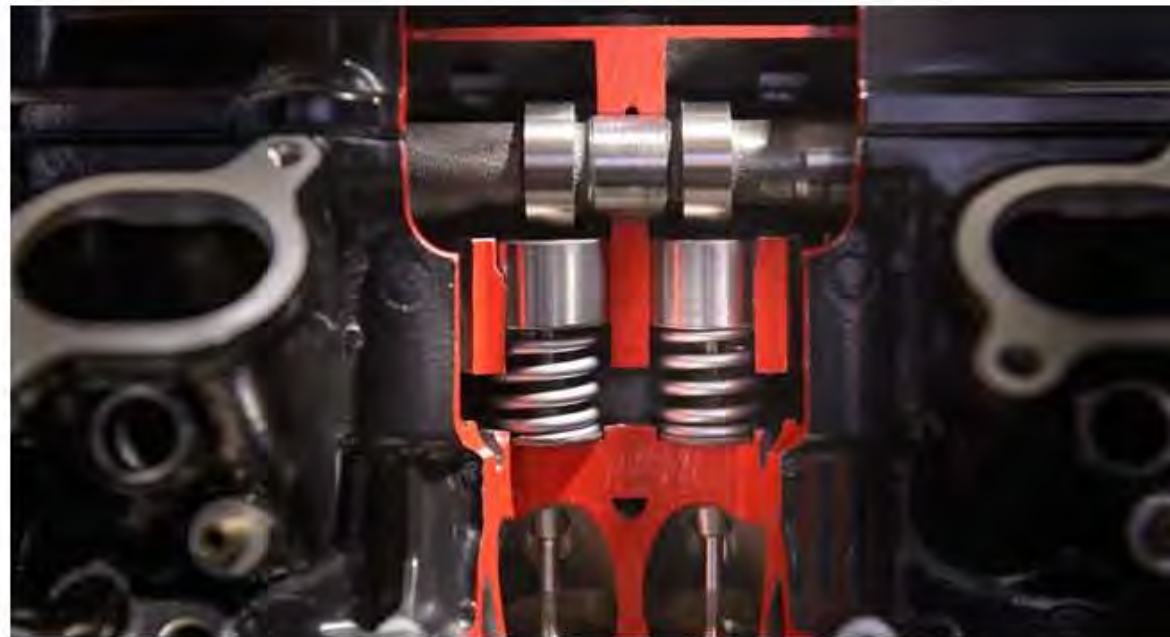
[Design](#)[Failure Analysis](#)[Technical Review](#)[Testing](#)

Manufacturer of precision springs for high performance applications



- Home
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- Products
- Technical
- About us
- News
- Contact

Market Sectors



Performance Springs supplies high risk and high duty applications to some of the world's most prestigious organisations, delivered on-time throughout the globe.

Further information...

- Automotive
- Chemical and Nuclear
- Defence
- Electronic Goods
- Marine
- Mining
- Motor Racing
- Off Highway and Construction
- Oil and Gas
- Power Generation
- Rail

Manufacturer of precision springs for high performance applications



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Search...

Products



Further information...

- Brake Systems Springs
- Circlips
- Clutch & Transmission Springs
- Compression Springs
- Engine Valve Springs
- Fluid Handling Springs
- Fuel Injector Springs
- Hydraulic Power Springs
- Steering System Springs
- Suspension Springs

Performance Springs supplies the highest quality spring products to some of the world's most prestigious organisations for applications including...

Compression Springs

Manufacturer of precision springs for high performance applications



Home Services Market Sectors Products **Technical** About us News Contact



Technical



Further information...

- < Approvals
- < Delivery
- < Finishing & Coating
- < Manufacturing
- < Materials
- < Spring Terminology

Performance Springs uses the best business systems and innovative manufacturing processes to ensure the most consistent and capable products at volumes from 1 to millions.

Performance Springs

E-newsletter

Manufacturer of precision springs for high performance applications



Call us +44 (0)1253 716900

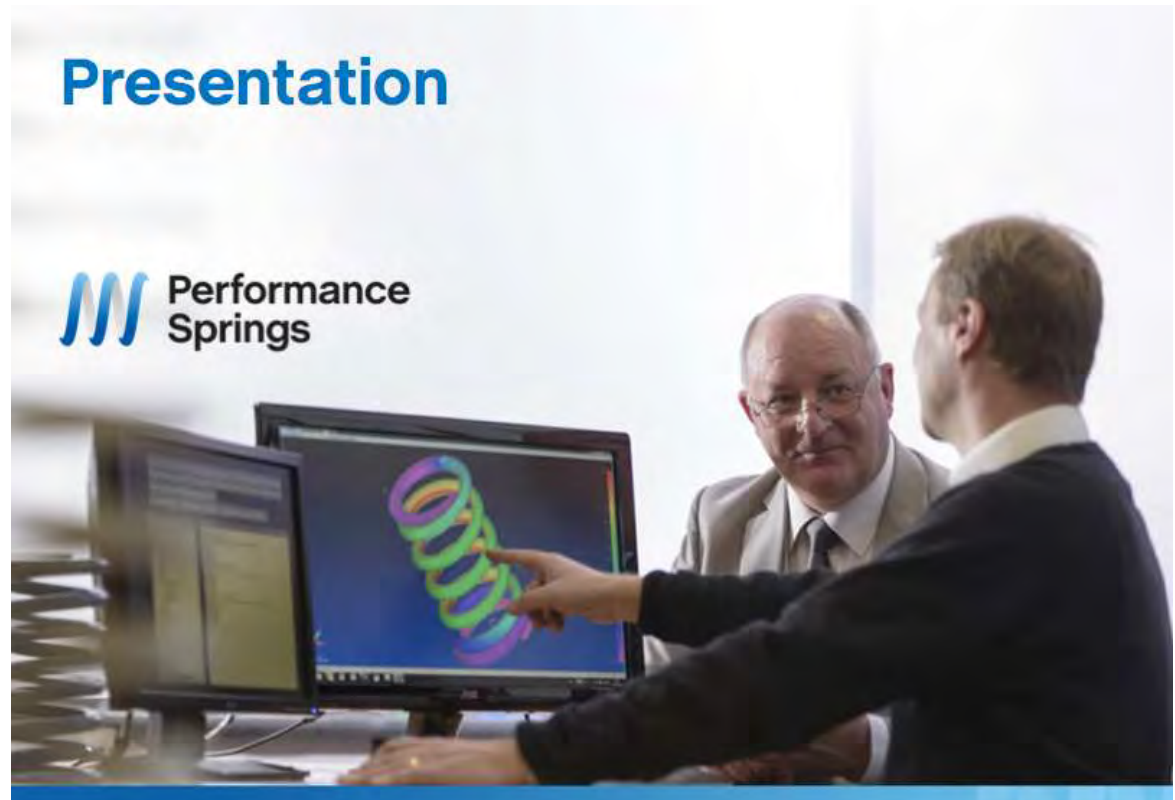
Advanced 3D Design and Finite Element Analysis (FEA) Software



Performance Springs utilises the latest in Siemens advanced 3D design and finite element analysis (FEA) software. The analysis packages are used during the design process for the latest sophisticated compression springs, for instance beehive springs for high speed race engines. Using 3D software modelling, parts can be meshed and animated. Stress analysis is then carried out which allows the designers to define the best spring shape and profile for manufacture. Static, dynamic and high dynamic analysis is possible. This process ensures that springs manufactured by Performance Springs are optimised for a higher fatigue life and spring damping is highly efficient for aggressive dynamic environments.

Performance Springs

Powerpoint presentation



Performance Springs

Leaflets



Hersteller von Präzisionsfedern für Hochleistungsanwendungen



Performance Springs ist Großbritanniens führende Konstrukteur und Hersteller maßgeschneiderter Präzisionsfederprodukte von hoher Qualität.

Performance Springs arbeitet mit Erstausrüstern in folgenden Bereichen:

- Erstklassigen Automobil- und großen Dieselmotoren
- Erstrangige Motorenhersteller/Lieferanten von Produkten wie Federn für Motorventile, Kraftstoffspritzsysteme, Kupplungs-, Antriebs- und Lenkungssysteme
- Die Hydraulik- und Flüssigkeitshandhabungssektor

Performance Springs

Exhibition stand



Performance Springs

Packaging



Performance Springs

Business benefits?

A few words from the client...



Performance Springs

“The new website and literature are definitely bringing in good enquiries.

We have just been contacted by a well known company who found our website on the internet. The engineer wants to arrange a visit to PSL and has already threatened to place an order before we have even quoted!

Also, we are working with a well known engine manufacturer and the recent mail shot prompted an additional very interesting valve spring enquiry. It has created an excellent opportunity for us.

These couple of recent examples show that good marketing really does work and will also make my job easier - don't tell Steve!”

Stuart Buck, Sales Manager, Performance Springs



Conclusion

- The vast majority of North West automotive companies could benefit from a more professional image
- Marketing is an investment that should provide a financial return that is much greater than than the budget allocated to marketing
- Happy to meet any NAA company to provide advice