INGENIOUS

CASE **DB** STUDIES

Pendle Hill

HELLO FROM INGENIOUS CREATIVE... In our eighth case study document we focus on our recent rebrand work for long-standing client Cobra UK as they begin a new chapter of their business as part of the newly created Vodafone Automotive UK Ltd.

VODAFONE AUTOMOTIVE UK: REBRAND & OFFICE ENVIRONMENT

Client Profile ...

Vodafone Automotive is part of Vodafone's Machine-to-Machine (M2M) business unit which connects devices such as cars to the internet. This enables cars to exchange real time status information to create new insights, applications and solutions to transform the way we live and work.

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What We Did...

Ingenious acted as lead agency in the transition from Cobra UK to Vodafone Automotive branding. Working alongside stakeholders such as the existing Cobra management and marketing team, Vodafone's integration team and their central brand function, plus other agency partners specialising in digital and PR, we delivered a full rebrand of all key marketing collateral. Additionally, as the rebrand process coincided with the business moving to new premises in Burnley & Blackburn, Lancashire, designed and installed two new office environments.



FACTS & FIGURES...

Our rebranding of Vodafone Automotive's marketing collateral included a broad range of items, such as core product brochures and factsheets for their automotive manufacturer and aftermarket installer client bases. We also designed and produced supporting literature for the official opening of the new head office.



Your protection against there of Bluetooth® Technology rtive.vodafone.co.uk automotive.vodafone.co.uk Vodafone Power to you

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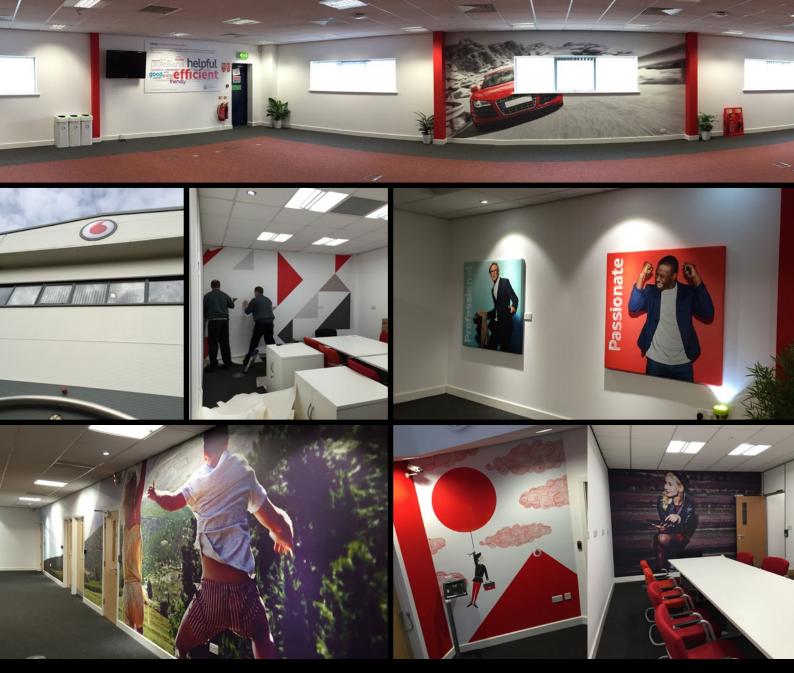
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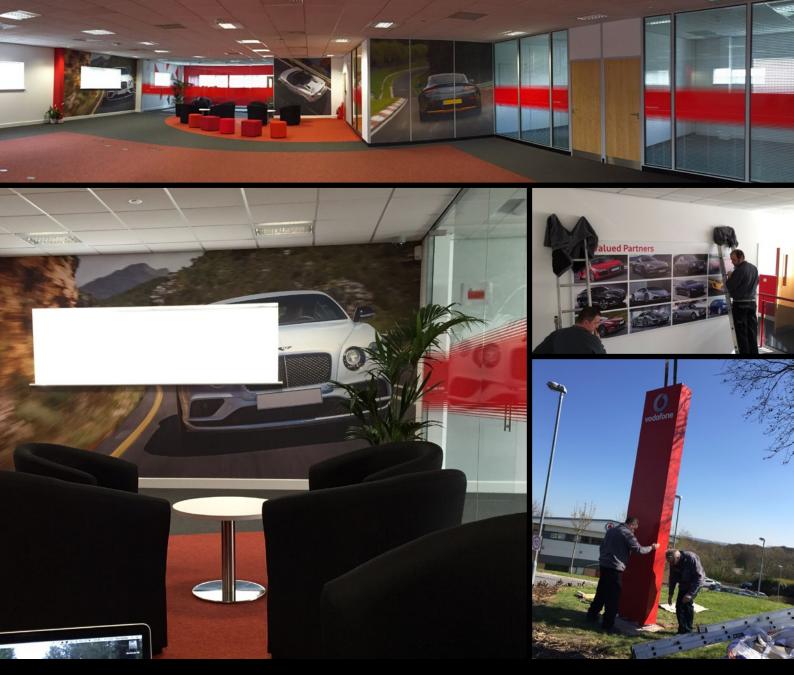
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NSV Bluetooth® Hands Free System From the Leading OE Supplier



FACTS & FIGURES...

Our graphics install at Vodafone Automotive UK's head office used more than 160m² of graphics over two floors of the building. The installation took four people three days to complete & included 12 specially made acoustic echo-reducing panels. Our external 'totem' sign is 4m tall and delivered to site on a flatbed car transporter – the largest vehicle we could get hold of!



TESTIMONY...

"I would just like to say thank you for all the work you have done, the new Vodafone Automotive office looked fantastic and you were extremely easy to work with." Thomas Herbert, Project Manager, Vodafone UK.



FACTS & FIGURES...

Vodafone Automotive's new headquarters became operational on April 20th, with a special open evening for employees and their families taking place on April 22nd. The Lord-Lieutenant of Lancashire, Lord Shuttleworth KCVO, after whom Shuttleworth House is named, officially opened the building on 27th April 2015.





Vodafone Automotive UK Ltd Shuttleworth House Opened by HM Lord-Lieutenant of Lancashire The Lord Shuttleworth KCVO 27 April 2015







INGENIOUS

WE HOPE YOU LIKED LOOKING AT OUR WORK... We'd love to talk to you about what we could do for you and your brand. In the meantime, you can find us here...

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