

The image features a close-up of the front left corner of a white Bentley Continental GT. The car's iconic grille with the Bentley logo is visible, along with the round headlights. The background is a blurred interior with a prominent red and white striped pattern. In the top right corner, the word 'INGENIOUS' is written in a bold, white, sans-serif font on a black rectangular background.

INGENIOUS

**CASE
STUDIES 08**

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.

Pendle Hill

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.

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.

About Vodafone Automotive

Vodafone Automotive is the new name for Cobra following Vodafone's acquisition of Cobra Group in August 2014. It combines Cobra's 40 year heritage in vehicle security telematics, with Vodafone's reputation world leading telecoms brand.

Vodafone Automotive has created a leading provider of connected car services and solutions - which include InCar Telematics, Stolen Vehicle Tracking and Usage Based Insurance solutions - for fleets, vehicle installers, logistics providers and insurance companies.

Our European OEM customers for stolen vehicle tracking and usage based services include Aston Martin, Audi, Bentley, Ferrari, Lamborghini, Maserati, McLaren, Mercedes-Benz Trucks, Nissan, Nissan, Porsche, Renault, Rolls-Royce, Tesla, Volkswagen for cars and Volkswagen Commercial Vehicles.

Vodafone Automotive UK Ltd also offers a range of other tried and tested products which include parking sensors, alarms and sensors, bluetooth hands free solutions, rear view reversing cameras, blind spot monitors, cruise control and speed limiters.

We have over 10 Vodafone Automotive businesses around the world including Italy, Germany, Brazil, China, France, Japan, South Korea and Switzerland that collectively employ approximately 10,000 employees.

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Vodafone Automotive UK Open Day

Burnley
April 27th 2015

Vodafone
Power to you

Event Schedule

10:30 The Lord-Lieutenant arrives at the Headquarters of Vodafone Automotive UK Limited, Burnley.

Outside the main entrance Lord Shuttleworth is received by:

- Mr Andrew Smith (Vodafone Automotive UK Managing Director)
- Mr Mark Oldham (Vodafone Automotive UK Customer Service Director)
- Dr Nico Gollwitzer (Global Head of Telematics, Vodafone M2M)

The Lord-Lieutenant, escorted by Mr Smith, Mr Oldham and Mr Gollwitzer, proceeds to the boardroom.

In the Boardroom, there is an opportunity to meet Civic and other senior company representatives.

10:45 The Lord-Lieutenant, accompanied by Mr Smith, Mr Oldham and Mr Gollwitzer, proceeds on a short tour of the new Headquarters.

11:15 The Lord-Lieutenant proceeds to the main

Andrew Smith
Managing Director

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Our Valued Partners

Thanks to the generosity of our valued partners, we are pleased to be able to display a selection of vehicles using Vodafone Automotive's technology and services.

The cars on display are:

- Maserati Ghibli
- Porsche Panamera S E-Hybrid
- Bentley Continental GT
- Aston Martin DB9

They use the following system:

- Vodafone NavTrak
- Porsche Car Connect
- Bentley Tracking System
- Aston Martin Tracking by Cobra

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.



NSV Bluetooth® Hands Free System

From the Leading OE Supplier
of Bluetooth® Technology

automotive.vodafone.co.uk

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Cobra Alarm Systems

Your protection against theft

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Alarm Systems

...otive is the supplier of many of
...ide security systems. Our anti-theft
...red in Italy at our own state of the
...stringent requirements of the major
...European quality standards.

...nd immobilisers are Thatcham
...ed by the UK's major insurers,
...ed insurance group rating or
...turn for fitting one.

...UK has recently launched a
...wireless alarms that reduce
...down security costs for new and
...merchials.

...offers a comprehensive portfolio
...solutions with an extensive range of
...atures.

New Cobra 4600 Series

The new Thatcham CAT
...of alarms employs techn
...central unit and the siren
...A major benefit of wireless t
...times are reduced by around
...benefit is that the alarm install
...with the integrity of the vehicle
...the vehicle's bulkhead.

The 4600 series is available with or
...control arming/disarming and stand
...a built-in immobiliser, passive arming,
...protection of the boot, doors and bonn
...ultrasonics and an anti-hijack facility.

The 4600 range can be sourced through
...Automotive's nationwide dealer network an
...with the rest of the Vodafone Automotive ar
...comes with a 2 year parts warranty.



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.



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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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E info@ingeniouscreative.com

**You can also follow us on
[twitter@ingeniouscre8iv](https://twitter.com/ingeniouscre8iv)**

VISIT OUR SITE

