

INGENIOUS


vodafone

CASE STUDY 21

VODAFONE AUTOMOTIVE
AFTERMARKET DEALER TOOLKIT

ingeniouscreative.com

ABOUT THE CLIENT...



Above: Product marketing collateral.

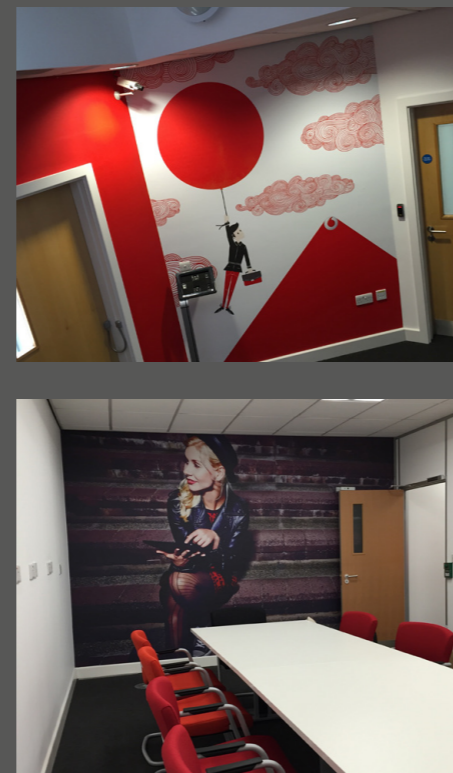
Below: Head office environment design, Burnley, Lancashire.

VODAFONE AUTOMOTIVE IS PART OF VODAFONE'S VODAFONE 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.

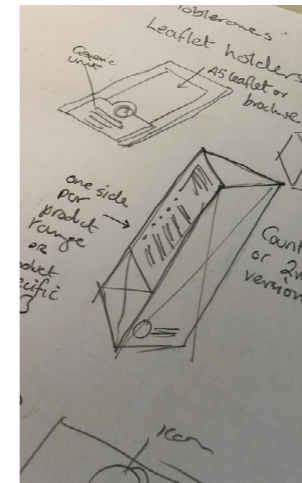
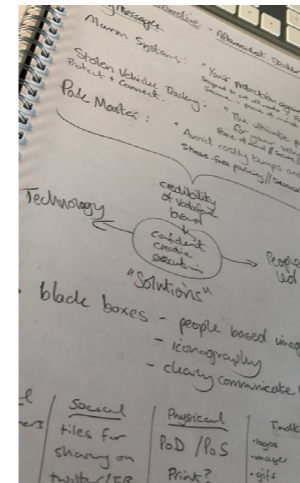
Vodafone Business, in contrast to the B2C 'high street' brand, engages almost exclusively with corporate entities from SME's through to major automotive manufacturers.

Vodafone Automotive acquired Ingenious' long-standing client, Cobra Automotive Technologies, in 2015. Ingenious therefore delivered the entire marketing collateral transition from Cobra to Vodafone branding, which not only involved print and digital work, but also the interior design and fitout of two new corporate headquarters in the North-West of England.

A selection of our previous work is shown here.



THE STARTING POINT...



As with any project, everything begins with a pencil and layout pad! Not until we've got the potential direction(s) in place do we go near a mac...Here you can see snippets of our work as it developed.

FOLLOWING THE INITIAL BRIEFING SESSIONS WITH THE CLIENT, WE SCOPED OUT THE AIMS OF THE PROJECT AND THE POTENTIAL THEMES WE COULD USE.

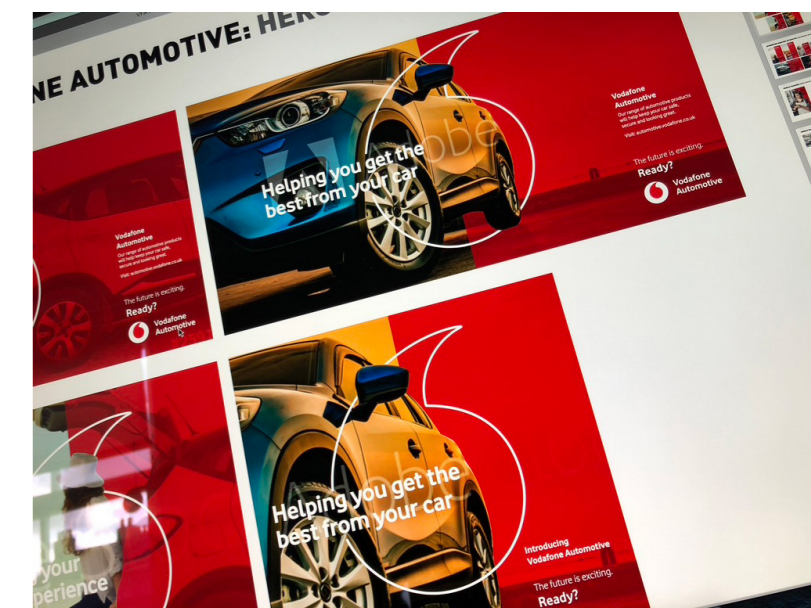
We concentrated on four main themes, namely; Introducing Vodafone Automotive, plus their three main aftermarket product ranges - stolen vehicle tracking, alarm systems and parking sensors.

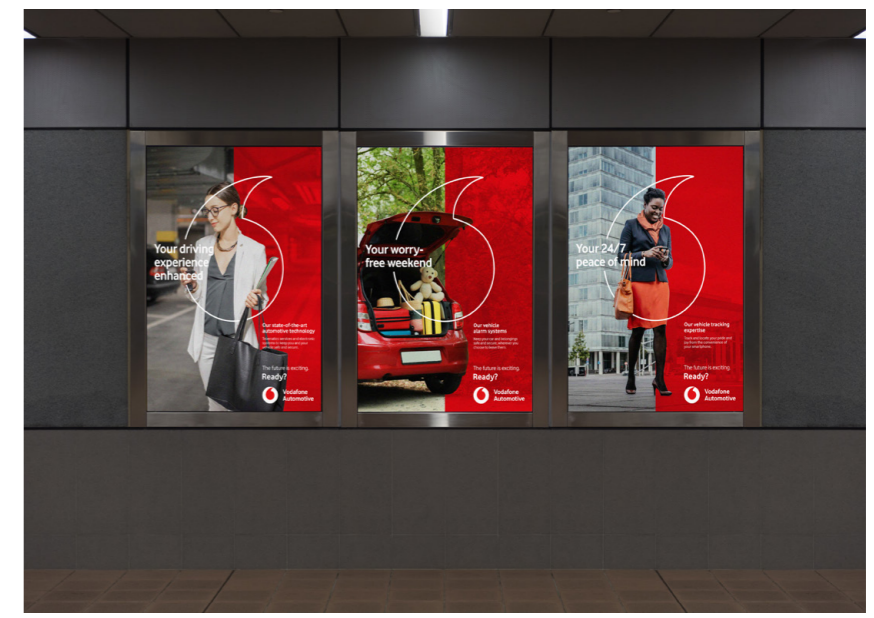
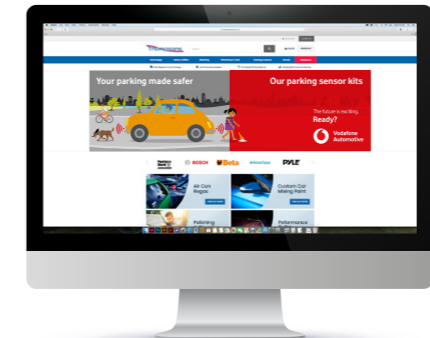
We then looked at the sort of assets the dealer network might make best use of. We decided on delivering a 'toolkit' of static images and animations for digital use, plus a suite of downloadable posters and display graphics.

Vodafone is a technology business that puts people first, and therefore the copy, tone of voice and sentiment of the work had to conform to the 'problem and solution' format laid down in the Vodafone Business guidelines. This takes the form of a 'your / our' structure, so for example, 'your protection against theft / our vehicle alarm systems'.

Combining this requirement with the multi-layered visual approach (a focal point to each image, interaction with the Vodafone speechmark, sufficient space all round the focal point to allow use in a range of sizes and orientations) meant that some of our initial ideas, whilst largely on brand, were unable to pass the detailed and complex Vodafone Business brand standards.

Undaunted, we revisited the project with a slightly different approach, the results of which can be seen overleaf.





WHAT WE DID...

IN ORDER TO GIVE THE PROJECT THE FLEXIBILITY AND VISUAL IMPACT IT REQUIRED TO STAND OUT FROM THE 'SAMEY' IMAGERY EMPLOYED ELSEWHERE IN THE SECTOR, WE DECIDED ON AN ILLUSTRATIVE APPROACH

On a practical level, illustration is much more controllable and easy to manipulate than using stock / existing Vodafone photography, so we employed this as the primary approach for each of the product ranges. We also produced a photographic option so the aftermarket dealers were presented with a wide-ranging suite of assets for use digitally as well as in a variety of display situations.

Images show our completed illustrative and photographic asset options in a range of executions, both physical and digital.

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