

## AUTOMOTIVE CASE STUDIES



**YOUR MESSAGE,  
in the RIGHT SPOT**



PORSCHE

CUSTOMER SERVICE TRAINING PROMPT–Used by Porsche to to ensure engineers follow the correct protocols for new online servicing.





Mercedes-Benz

TRADESHOW GIVEAWAY –Offered to clients during trade show.  
MERCEDES chose RUBIKS to target a younger audience, implicitly  
associate its brand with intelligence and performance, but also show case  
vibrant visuals of the different configurations of their new CL class models



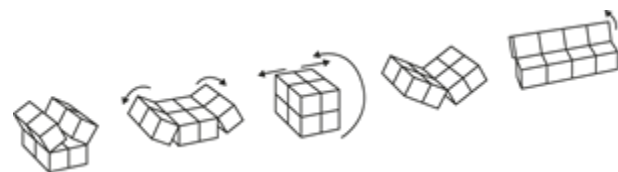
RUBIKS 3x3

**YOUR MESSAGE,  
in the RIGHT SPOT**

## ASAP

Automotive engineering experts.  
Electrics/Electronics, Software,  
Consulting, Testing & Validation,  
Vehicle Development. Shaping the  
mobility of tomorrow.

INTERNAL COMMUNICATION This cube helped ASAP  
raise awareness among its staff and business partners  
about their company's value



Magic Cube 7cm

**YOUR MESSAGE,  
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TRAINING TOOL – Audi used this cube integrated with AR links to ensure sales teams gave consistent and on brand experience to customers around the world





TRADESHOW EVENT – Giveaway item offered to clients during trade shows BMW chose RUBIKS to implicitly associate its brand with intelligence and performance.



RUBIKS 3X3 57mm

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INTERNAL COMMUNICATION TOOL – At the end of the year, SEAT distributed those cubes to their employees as a way to introduce and promote their new logo. The strategy behind the cubes was to create a cool, creative, and vibrant product that would contrast with and balance the monochrome tones of the logo.



**Magic Diamond 7cm**



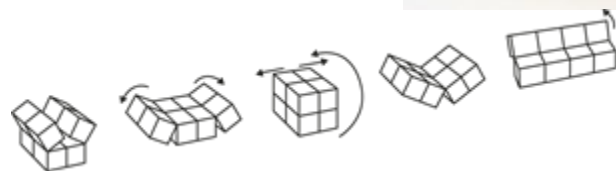
**Rubiks 3X3 57mm**

**YOUR MESSAGE,  
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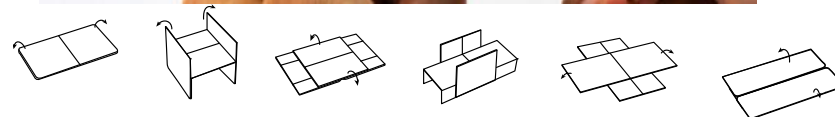
Mercedes-Benz

SALES TOOL – Given away to supplier's event to educate them about the Mercedes value "Inspire"



# ISUZU

SALES/EDUCATIONAL TOOL – – Includes the key selling points of ISUZU new NPR85 line. The card was given to new clients by their sales representative at the beginning of their meeting. It helps them structure their pitch and act as a virtual sales agent after the meeting.





SALES/EDUCATIONAL TOOL – Includes the key selling points of SUZUKI Finance new insurance plan. This Ellipse was given to their sales representative to inform them and help them structure their pitch.





TRADESHOW GIVE AWAY– offered to clients visiting their booth to highlight the launch of their new OPEL COMBO LIFE vehicle. OPEL chose RUBIKS to target a younger audience, subtly associating the model with a sense of coolness and versatility



RUBIKS 3x3

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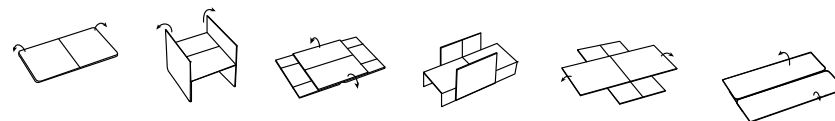
INTERNAL COMMUNICATION – EVENT – Nankang is one of the largest tire producers in the world. To celebrate their 60th anniversary, this Magic Card 160 was distributed at an event to their employees. The card was loaded with an AR video animation to increase its play value and communicate the company's major achievements.



+ AR Video



  
Watch the video  
[see video](#)



Magic Card 160

**YOUR MESSAGE,  
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**YOUR MESSAGE,  
in the RIGHT SPOT**



**Visible every workday**



**Playful and engaging**



**Longevity on the desk**



**Your message  
gets read and remembered**

 **Magic Concepts**<sup>®</sup>  
AMAZING MEDIA

**RUBIK'S**  


# OTHER IDEAS

# AUTOMOTIVE INDUSTRY FOCUS



Dealer Keyring & Presentation Box

**CUSTOMER SATISFACTION**  
– Making the buying experience special with luxury dealership finishing touches

# OTHER IDEAS

# AUTOMOTIVE INDUSTRY FOCUS

## LITTLE DETAILS

– For businesses large & small, little details that retain customers.

**Bespoke Locking Wheel Nut Bags**

**Custom Post-Service Air Freshener**

**Presentation Anniversary Ties Sets**

