



# EMPOWERING AUTOMOTIVE BRANDS IN COMPETITIVE EUROPEAN MARKETS

## A Modular 360° Approach to Market Entry, Brand Growth and Sustainable Relevance

### Executive Summary

Europe's automotive market is highly competitive and structurally complex. Around 60 brands are currently active in Germany alone.

At the same time, the shift toward e-mobility is redefining competitive dynamics. As electric drivetrains become standard, differentiation increasingly depends on digital ecosystems, software performance, charging experience, and brand perception.

For international OEMs and mobility innovators, this environment presents both opportunity and risk. Successful market entry and long-term growth require more than visibility. They require a clearly defined USP, a coherent narrative, and a communication model that connects strategy, activation, and measurable business impact.

Fink & Fuchs and BLACK DOLPHIN provide a fully integrated yet modular 360° communications ecosystem designed to support automotive brands from market entry to sustainable brand establishment across Europe.





## The Challenge: Complexity, Competition, and Stakeholder Diversity

Automotive brands entering or scaling in Europe must address a multi-layered stakeholder landscape

- Media (automotive, business, lifestyle, trade)
- Dealers and sales networks
- Fleet customers and mobility operators
- Key Opinion Leaders and influencers
- Industry bodies, public institutions, and NGOs
- End consumers

Each group operates with distinct expectations and decision criteria. At the same time, brands must align corporate positioning, product strengths, retail activation, and thought leadership under one consistent narrative.

In this context, a compelling and authentic brand story is not optional. It is the foundation for corporate relevance, B2B attractiveness, and consumer preference.



## Turning Strategy into Preference

Communication excellence in PR and marketing is a decisive success factor in automotive markets

Vehicles are emotional products. They combine technical performance with identity, aspiration, and lifestyle.

### Our approach starts with:

- Defining the brand's unique strengths
- Translating technical and strategic advantages into differentiated narratives
- Aligning communication activities with measurable business objectives

Fink & Fuchs contributes more than 35 years of experience in innovation communications. BLACK DOLPHIN adds deep automotive and international market expertise. Together, we combine strategic depth with operational excellence and global networks.

The result: communication that systematically builds awareness, reputation, and preference – and converts visibility into brand value.





## Integrated 360° Communications – Modular and Scalable

Our model is built on two principles:

### 1. One integrated setup for a consistent brand impact

All activities are strategically aligned to ensure coherent messaging and a seamless brand experience across all touchpoints.

### 2. Modular implementation for maximum flexibility

Clients can activate selected modules or rely on a fully integrated program tailored to their market stage, expansion strategy, and business priorities.

**This modular structure is a core USP of our offering. It allows brands to:**

- Start with focused initiatives (e.g., media relations or product launch)
- Expand step by step as market presence grows
- Integrate additional disciplines without losing narrative consistency
- Scale communications across multiple European markets





## Our Modular 360° Ecosystem



### 1. Strategic Communications & Market Entry Consulting

We define positioning frameworks, stakeholder architectures, and market entry roadmaps that align communication with commercial objectives. This includes USP development, narrative creation, and executive positioning.



### 2. Content Creation & Messaging Architecture

We design scalable content structures, from newsroom setups and editorial planning to data-driven content production.

Deliverables include:

- Brand and product messaging frameworks
- B2B and B2C communication structures
- Multi-channel content production (earned, owned, paid)
- Consistent storytelling across markets



### 3. Brand Launches

We design and execute end-to-end brand launches that define identity, positioning, and differentiation.

Our services include:

- Overarching brand narratives
- Integrated launch concepts
- Event design and orchestration
- Executive communication support
- KPI-based evaluation and reporting

Each launch establishes a structured foundation for long-term positioning.



### 4. Product Launches & Experiences

We develop targeted product launch campaigns tailored to specific models and audiences.

This includes:

- Product-centric storytelling
- Test-drive formats aligned with vehicle strengths
- Media and influencer activations
- Asset production (press kits, video, photography)
- Structured performance evaluation





## 5. Dealer & Fleet Activation

Sustainable growth depends on effective channel activation.

We support:

- Dealer engagement formats
- Fleet customer activation
- Sales-driven showroom and off-site activations
- Sponsorship and partnership initiatives
- Lead-generation concepts



## 6. Media, KOL & Influencer Relations

Credibility is built through trusted third parties.

We create:

- Familiarisation formats
- Executive roundtables and “management meets media” sessions
- International press programmes
- Long-term relationship management

These formats strengthen trust, visibility, and narrative consistency.

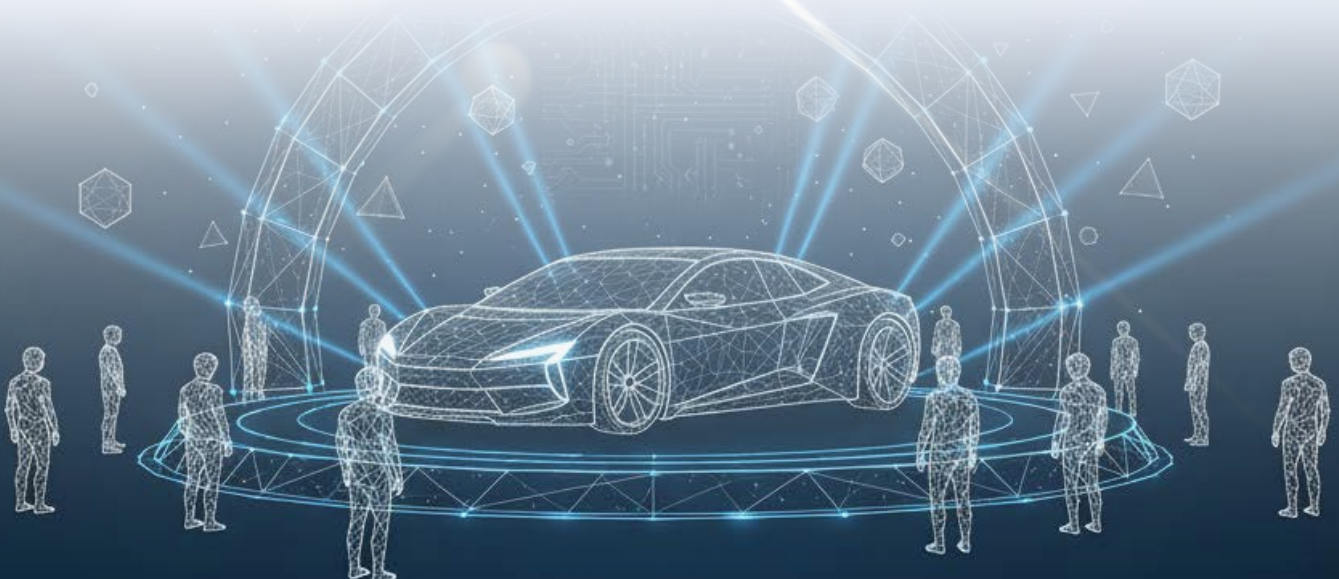


## 7. Industry Visibility & Thought Leadership

We position brands and executives at key industry congresses and events.

This includes:

- Strategic event roadmaps
- Speaker coaching and messaging
- Sponsorship activation
- Systematic content reuse (LinkedIn, interviews, podcasts)





## Proven Track Record Across Europe

Our experience spans brand launches, market entries, repositioning projects, and long-term communications mandates for leading automotive innovators.

- BYD: From zero brand awareness to leading import brand in German media visibility within three years
- Lexus: Repositioning contributing to a fourfold sales increase within two years
- Hyundai: From market entry to established European brand with approx. 350,000 annual units

These examples reflect our ability to manage both initial market entry and long-term brand development.

## Why Fink & Fuchs and BLACK DOLPHIN



35+ years of innovation communications expertise



Deep automotive and OEM experience



360° communications service delivery across Europe



Certified quality and award-winning excellence (30+ awards)



One integrated team across strategy, PR, digital, live communication, and creative



Most importantly, we offer a modular 360° model that adapts to your market reality while maintaining narrative consistency and measurable impact.

## Conclusion: From Market Complexity to Brand Differentiation

Entering and scaling in Europe requires more than isolated campaigns. It requires a structured, integrated, and flexible communication architecture.

Our 360° ecosystem connects strategy, storytelling, activation, and measurement – either as a complete program or as targeted modules aligned to your priorities.

