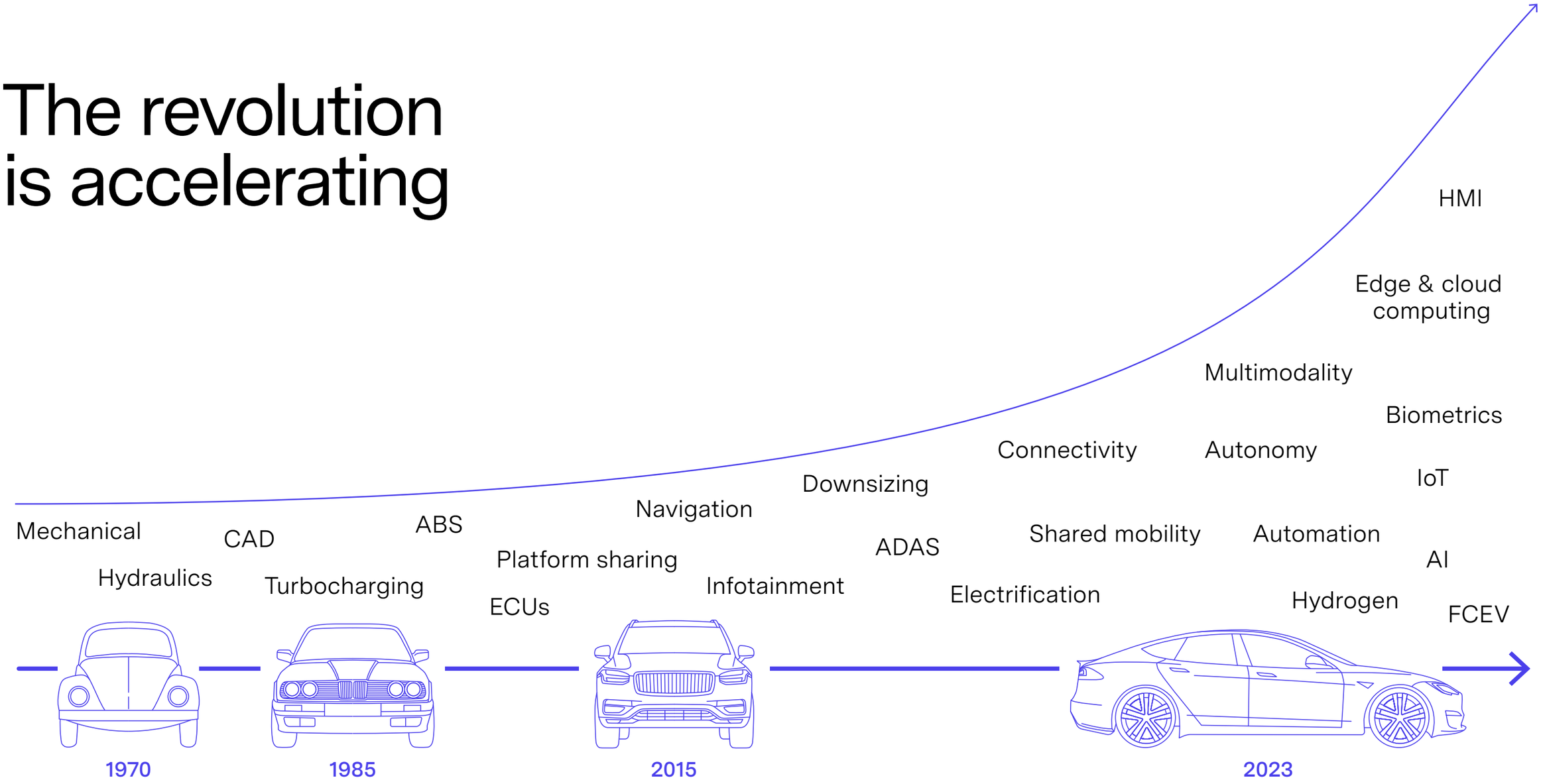
Build your winning automotive technology story



GroupWhistle™

We are travelling
through an automotive
technology revolution
#shifthappens

The revolution is accelerating



In every automotive revolution, there will be winners and losers

‘With 40 times more autotech businesses than a decade ago, good communication has become the essential differentiator’
McKinsey & Company,
2010 – 2020 Moves Database



Winners build disruption with effective communication



Powering your potential

GroupWhistle is a communications agency specialising in the automotive technology and sport sectors.

Winning with effective communications

Whistle provides a full spectrum of services to help you communicate with your customers:



Developing your value proposition



A market-proven method of identifying and creating customer profiles



Competitor and market analysis



A customer-centric explanation of your business offer



Tone of voice and communications style guide



Identification of most appropriate channels to support your business messages and target your audiences

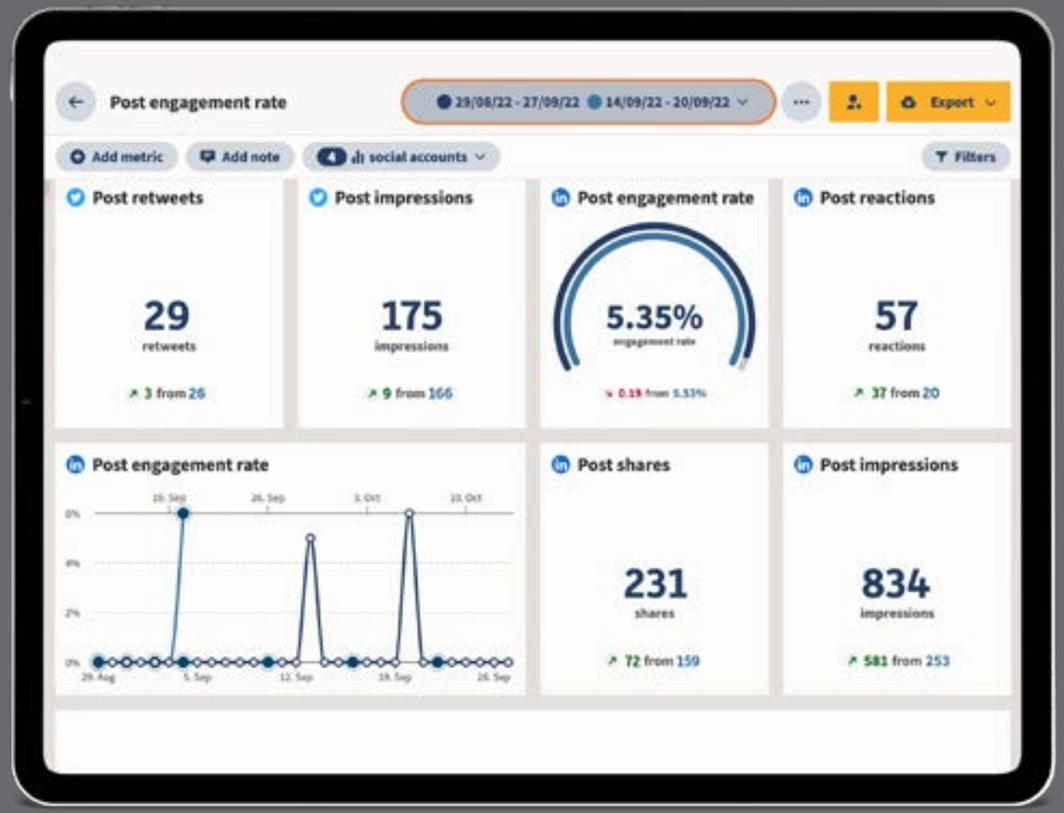
Public Relations

+ Scripting your company's key messages and writing press releases
+ Pitching and selling in stories to target media in your sector
+ Briefing and training your team to communicate with the press
+ Authoring thought leadership papers on your behalf
+ Using the media to raise your profile ahead of investment rounds
+ GTM and product/service launches
+ Crisis communications



Social Media

+ Developing a considered strategy for your social content – which channels, what content
+ Setting a social tone of voice
+ Creating content plans and developing visual and animated assets
+ Managing paid spend effectively to hit business development goals
+ Community management – responding to enquiries and commentary
+ Coordination with media output
+ Full analytics to assess performance



Design

+ Website design and build
+ Sales toolkits
+ Brand identity development
+ Investor and business development presentations
+ Video, animation, photography, 3D renders
+ Campaign creation and delivery



Case study
Viritech

Strategic comms to drive the profile of a business through the media

Sector
Hydrogen Fuel Cell powertrains

Challenge
Until recently, the race to ZEV – or zero-emissions vehicles – had been dominated by battery electric technologies. The rapid adoption of this first mover technology has had the effect of usurping other cleantech solutions from consideration by the media.

As leaders in proprietary hydrogen technologies for the road, Viritech asked Whistle to help state the case for hydrogen mobility to the media.

Solution
Virtech's breathtaking hydrogen hypercar, the Apricale, became the cornerstone of a visually-led media campaign to pitch hydrogen as a commercially-viable option amid the various zero-emissions technology routes.

Hydrogen has now become part of the mixed-vector mainstream, enabling Viritech to raise money, attract tier 1 business partners and recruit staff passionate about their cleantech mission.

Our media campaign put hydrogen in front of an international audience of 3.76 billion people – courtesy of 107 news articles and features in authoritative titles such as the Robb Report, New Atlas and the Sunday Times – to condition a mission-critical investment round.




"The car also features a small, F1-style battery that supplements the fuel cell's efforts. Because the car doesn't lug around a huge battery pack its weight is comparable with an ICE sports car's, yet its power output is even greater."

Robb Report
The Best Luxury Cars, Jets, Yachts, Travel, Watches

75
Domain Authority
Provided by MOZ

2.68M
Unique Visits


Robb Report
Forget Batteries, This New Lightweight Hypercar Will Be Powered Entirely by Hydrogen

April 29, 2021 • ONLINE

Robb Report

robbreport.com/motors/cars/viritech-apric...

Estimated Views **16.2K**
Estimated views calculated based on audience size and socia...

Engagements **5.64K**
Total number of social engagements

Links **1**
1 link to viritech.co.uk

2021 Campaign: Viritech Apricale

Case study
Brill Power

Powerful communications to put a battery company on the investment map

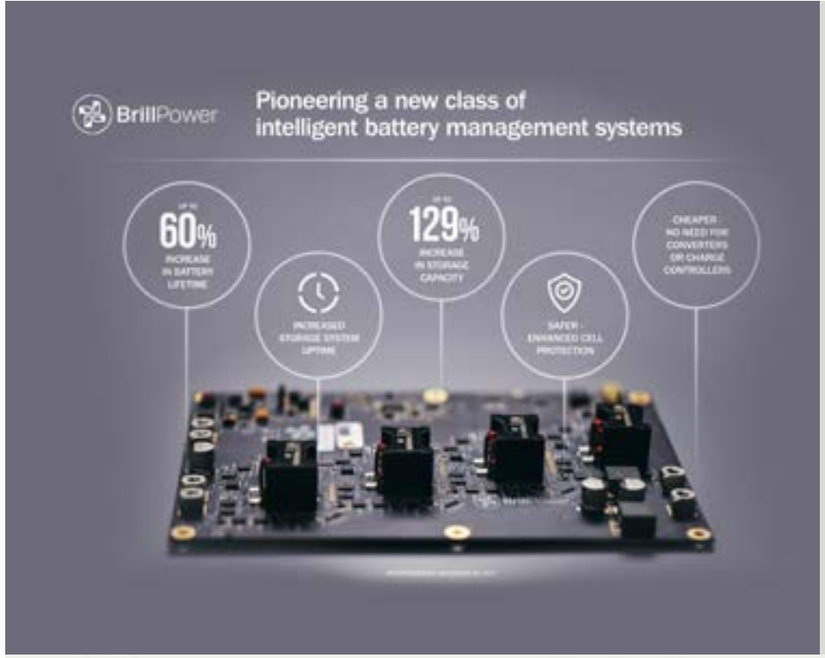
Sector
Sustainable battery solutions

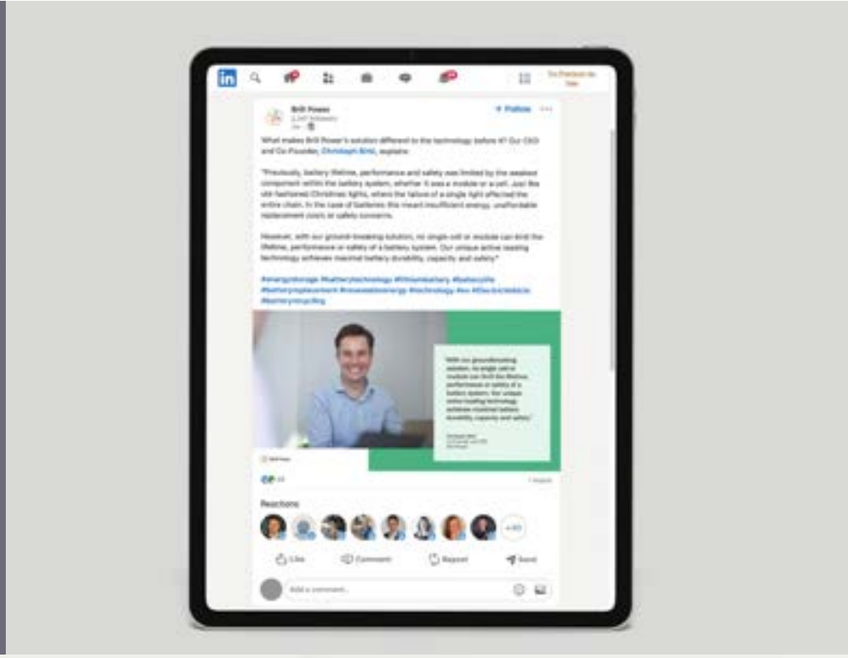
Challenge
Brill Power is a battery technology company that spun out of the University of Oxford in 2016. It is developing solutions to increase the longevity, performance and sustainability of batteries used in electric vehicle and stationary energy storage applications.

Whistle's experience across automotive tech and its close ties to the University of Oxford incubator programmes qualified us to provide expert comms services to support Brill Power as it sought additional investment to continue its product development journey.

Solution
Brill Power first engaged Whistle in 2021 to run targeted PR campaigns to support its Series A funding round. This continued in 2022 and we delivered valuable coverage in key industry publications. This helped secure additional investment and attracted expert corporate partners as new shareholders.

Whistle is proud to continue its partnership with Brill Power on a retained basis, providing communications strategy planning and messaging, PR and media relations, as well as social media management, reporting and analytics.







Case study
char.gy

A national media campaign to power consumers' EV thinking

Sector
Electric charge point operators

Challenge
The UK electric vehicle market is booming, but the market is crowded and consumers lack information to make informed choices around technology uptake.

To distinguish charge point operator char.gy from the crowd, Whistle developed a manifesto outlining the company's unique commitment to customers and took those messages to market as part of a nationwide roadshow.

Solution
The five pledges in the char.gy manifesto became the basis for a national campaign rolled out from Scotland to Land's End, with a relevant regional focus in each of five strategic locations during the course of a week.

Aside from the manifesto development, Whistle delivered a regional media campaign that secured press and local radio coverage, while a complimentary social media push also targeted local residents as well as councillors responsible for commissioning charge point installations. The campaign significantly enhanced char.gy's market recognition.

Following this campaign, Whistle played a pivotal role in connecting char.gy with OEM, Vauxhall. Whistle is actively assisting char.gy in its partnership with Vauxhall to deliver its 'Electric Streets of Britain' initiative which aims to impart knowledge to local authorities regarding the successful deployment of charging networks within their communities.







Case study
HORIBA MIRA

Using thought leadership expertise to land key messages and elevate a business

Sector
Engineering, research and testing

Challenge
HORIBA MIRA's broad array of engineering and testing services had evolved into a complex proposition that challenged effective communication.

We worked with the client's communications team and the CEO's office to build a simpler and unified metamessage that would resonate with customer needs. This net zero messaging has become the foundation of the company's thought leadership outreach.

Solution
Whistle interviewed the company's CEO and captured his vision for the future of the business and its mission to decarbonise the process of designing and engineering new cars.

Enabling Net Zero as a single, resonant message has repositioned the company in a leadership position and we have worked with the client to drive this position through all touchpoints including media coverage, display advertising, social media content, shows and exhibitions.







Case study
Thatcham Research

Promoting vehicle safety research and insight

Sector
Automotive risk intelligence, research and testing

Challenge
With automotive technology changing at pace, Thatcham Research's role as a custodian of new vehicle safety, repairability and security is more important than ever.

The research it carries out and the data-led insights it produces, are key to the safe and successful adoption of new technology – both from a trade, consumer and insurance perspective.

To support its valuable work, Thatcham Research sought an experienced, external supplier of comms and marketing services to support its in-house communications team across a variety of key functions.

Solution
Whistle has been providing retained communications support to Thatcham Research's in-house team since 2019, helping to dramatically increase the prominence and cut-through of its vehicle safety and consumer awareness campaigns that seek to influence policy makers and legislators, as well as offer guidance and advice to consumers.

We use our skills in strategy, creativity and delivery to support the organisation across a range of functions including design, copywriting, social media, internal communications, video scripting and production, animation, marketing collateral production, campaign creation, digital content and media relations.









Tell your story today

Start speaking more effectively to your customers and investors, and build winning disruption with Whistle’s autotech communications services.

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