

# CTEK CASE STUDY

## 'NEW-FASHIONED REFUELLING'

*It's not Boring. Pinky promise.*

**2022**

**MELLOR  
& SMITH**

**CTEK**

# Who's CTEK?

---

CTEK make the charging units for electric cars. In the last few years, we've all seen these emerge in car parks, shopping centres and supermarkets. As the Electric Vehicles (EV) market grows, Governments across the world need to pull their finger out and get the infrastructure built.

And CTEK are no strangers to all things electric cars. They've manufactured car batteries for years, sometimes for the biggest names in the biz such as Bentley and Ferrari. So they know their onions batteries.

**That's lovely, but what was the challenge.**

CTEK's challenge was very similar to countless other B2B brands. They were well-known in their home market (Sweden), but had zero awareness in international markets. They fancied breaking into the UK, Holland and Norway.

The good news? The landscape was looking good, the market is fragmented, nobody's famous and their product has a competitive advantage. Lovely jubbly.

Yet more good news, good 'ol Boris Johnson announced in January 2021, that in the UK, from 2030 petrol car production would stop. Ooooof.





# Why light a fire?

---

Constantly banging the drum with memorable campaigns that differentiate a brand from its competition leads to long-term brand building. And ultimately creates the holy grail of marketing; *mental availabilty*.

And with a fragmented category, that won't stay fragmented for long, CTEK needed to start investing in their top of funnel asap. They have a solid proposition and they back themselves to convert attention with a banging product. So we needed awareness... and plenty of it.

And what achieves that? Great advertising.

CTEK needed an emotion-led brand building Ad campaign that built fame and mental availability. Eeeeesh.

# Who was the target?

---

Our Ad strategy phase focussed the business right down onto it's core audience; property owners.

We're talking about people who pull the purse strings for hundreds, or even thousands of properties. Hotel groups, shopping centres, leisure parks, tourist attractions, local Government.

Essentially anybody with loads of properties and a shit-tonne of car parking spaces. And our research showed there was a nice fat whitespace right there for CTEK to try and own.

**But that's not enough.**

Getting focussed on our niche is lovely, but we need to get under the skin of our buyer. It wasn't the topdog CEO, nope, instead we were interested in the property managers, operations directors and property directors. Mid to senior level people within the business.

They're the decision maker. And once again our Ad strategy came up trumps... we realised many of the audience hadn't bought EV charging units before. So the pressure was on their shoulders to get it right first time. And with that in our back pocket, we were ready to jump into the creative.

# 'Times are a-changing'

Our ideas and concepts were simple. We wanted to compare and relate charging modern and sustainable Electric Vehicles to more traditional forms of transport from 'days gone by'.

Hear us out – they are both more similar than you think.

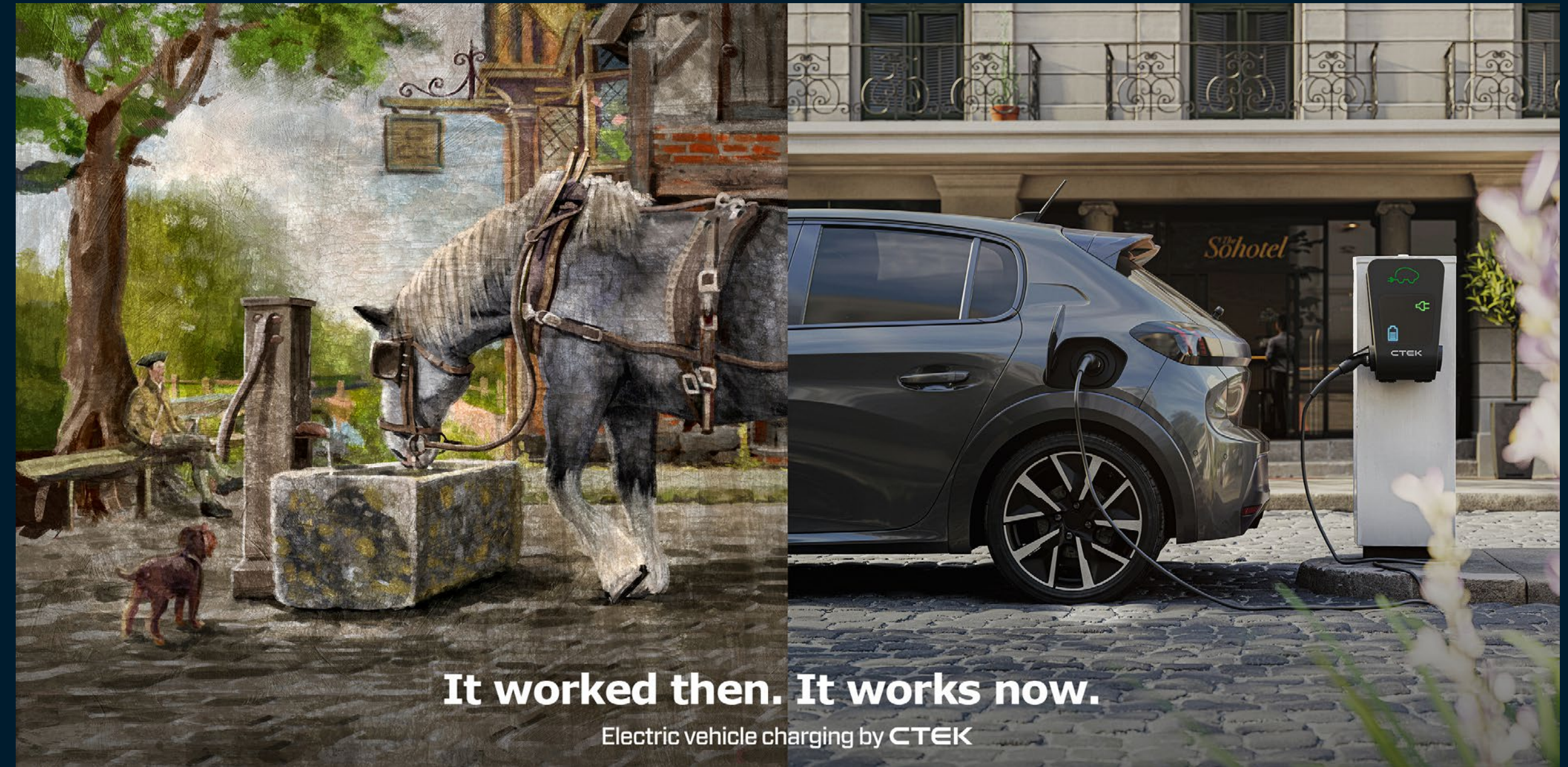
Two hundred years ago, the main mode of transport was the horse.

Things were more convenient and sustainable in the times of the horse drawn carriage. Your 'Steed' was refreshed and watered at its destination, before you set off again on your journey. It was a simpler time.

It's the same mode of thinking for electric cars. They have to 'refresh' en-route.

So transport has gone full circle. Installing CTEK's easy chargers onsite will allow landlords' guests, customers and clients to leave fully recharged for whatever journey they face next.

Keep moving with the times. New-fashioned refuelling.



# But why does it work?

We were tapping into nostalgia – emotion-led advertising. We were changing the mindset and behaviour of our audience – we've given them the small 'push' and reminder that they need to focus on EV. We conquered the eye-catching concept, started grabbing their attention and made half-horse, half-car refueling famous.

Remember, this was an audience who are likely buying EV chargers for the first time. Demonstrating credibility through the notion of longevity... now that's powerful.

**A B2B brand, behaving like a B2C.**

Big outdoor sites in the UK and Holland, had serious impact as 'hero' sites, they were supported by digital 6-sheets on bus stops, train stations, airports – all major transport hubs. And it was a fully integrated campaign as we ran on LinkedIn and paid search.

Creating a halo with the broadcast top of funnel media and hooking that attention from digital into the CTEK website.

In the short-term this was all supported by Demand-Gen activity by the sales team. Short-term and long-term thinking... oooooof, nice.



primesight

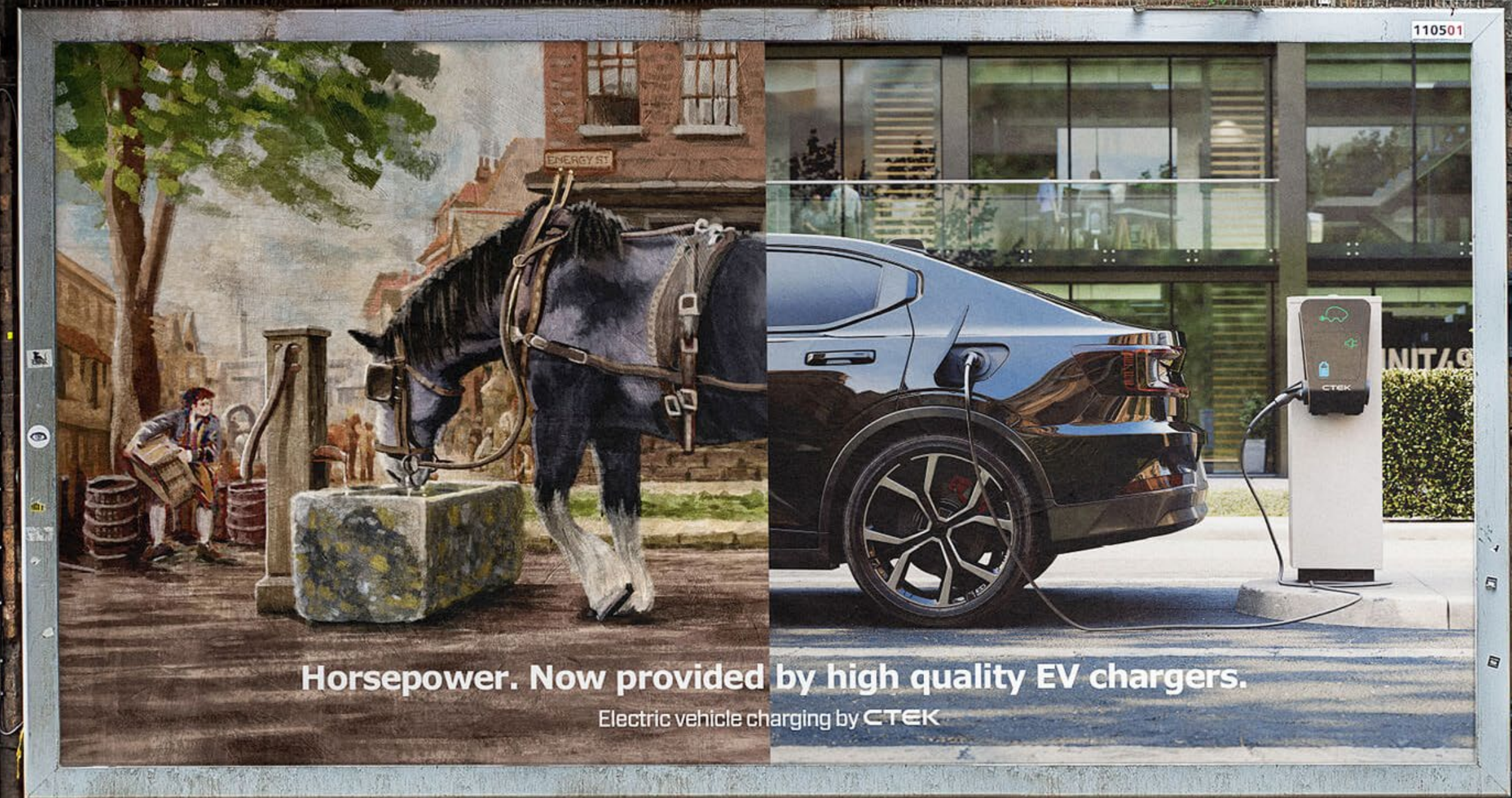
# Results, results, results

The campaign had short-term success AND laid the foundations for long-term brand building... literally could a client ask for more?!

**210% increase in in-bound sales leads, compared YoY. Very happy sales team.**

**4% increase in total market share. Making the marketing team look like rockstars.**

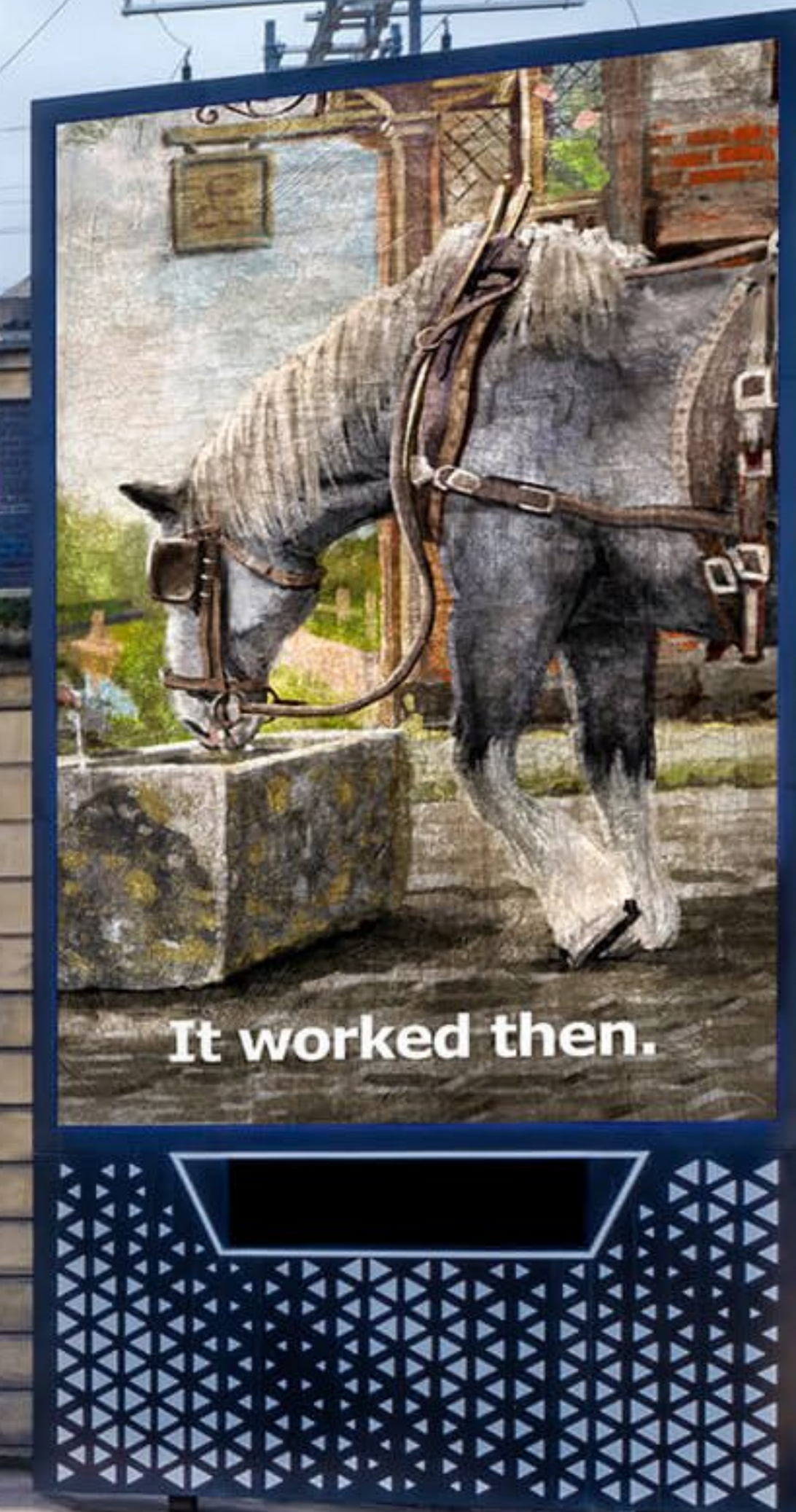
**CTEK floated on the Swedish stock market 3 months after the campaign.**



Florent Pellissier, Chief Marketing Officer at CTEK reckons we're the nuts:

***“Mellor&Smith ‘get’ B2B brands who want to scale. They look at problems from a completely different angle to everybody else. Their work is insightful, brave and no detail is too small.”***

Florent Pellissier / Chief Marketing Officer, CTEK





# MELLORANDSMITH.COM



*Come start a Fire with us*

## **London, HQ**

16 Great Chapel St  
Soho  
London  
W1F 8FL

## **Switzerland**

12 Rue Le-Corbusier  
1208  
Geneve  
Switzerland

## **France**

66 Rue Nobilemaire  
Talloires  
74290  
France

## **London bat-phone**

+44 (0)203 633 2153

## **Send humorous GIFs to**

[magic@mellorandsmith.com](mailto:magic@mellorandsmith.com)