



Technology in motion

Uniti's vision is to offer the ideal platform for urban mobility, creating a more connected, personalised and intuitive automotive experience.

Working with the client in Sweden and its engineering partner in the UK, **loop** engaged directly with the world's automotive media on the launch of the Uniti One and its unique digital architecture.

Achieving coverage in preferred titles, and spreading the story around the world **loop** exceeded the client's expectation in building the brand's equity ahead of the next round of funding.

What we did

- Media insight
- Strategy and messaging
- Content development
- Media engagement and sell-in

How we did it

- Targeted media distribution
- Detailed media briefing
- Interview management
- Press office function



Uniti

509

Pieces of coverage

4.01b

Online readership

18.2m

Estimated coverage views

6.03k

Social shares

61.1k

YouTube views

loop