



Brand innovation.
Market motivation.
Since 1994.



IN THE MARKET

SPRING 2014



New at Quell

Quellustration

Quell's real-time illustrative planning process is helping clients to better visualize ideas in the early stages of graphic-intensive communications, such as identity, trade show exhibits, advertising, facility graphics and much more. Quellustration affords a creative, fun and easy environment to bring ideas to life.

Team Building

At Quell, we never cease to find talented individuals to join our creative and professional service teams.



Welcome, Justin!

Justin Rose, fresh from Detroit Media Partnership, has joined Quell's graphics team as creative director. Justin's unique skills in illustration push idea concepting to quicker and better results. His command of the "lost practice" of storyboarding will help clients better plan video-based productions. Justin also served as design director for the *Metro Times*, where he was awarded three first-place Class-A design awards from the Society of Professional Journalists: two for cover illustrations and one for editorial design. Justin earned a Bachelor of Fine Arts degree from Kendall College of Art and Design and lives with his family in New Baltimore, Mich.



Congratulations, Brian!

Praise from clients for his attentive service and his increasing contribution to Quell's growing branding practice has resulted in Brian Bleu being promoted to senior account executive. Brian joined Quell in 2011 as an assistant account executive and was promoted to account executive the next year. He holds a Master of Communication Management degree from the University of Southern California and a Bachelor of Arts degree in journalism from Oakland University. He resides in Royal Oak, Mich.

New Clients

Quell will provide brand messaging and positioning as well as a suite of marketing, advertising, public relations, Web design and digital services for three new clients:

Achates Power Inc.



Founded in 2004, **Achates Power** developed a radically improved internal combustion engine. The company's opposed-piston, two-stroke, compression-ignition technology is cleaner, significantly more fuel efficient, lighter and lower-cost than the best conventional engine technology.

The Magni Group



The Magni Group specializes in improving the service life of products through the development, production and application of corrosion-resistant coatings for manufacturers serving a variety of industries, including agricultural, automotive, industrial, military and more worldwide.

DFCU Financial



In addition to annually delivering the nation's largest cash payout to its clients this year, **DFCU Financial**—Michigan's largest full-service credit union—offers online checking, banking, mortgages, loans and investments. With locations in Ann Arbor, metro Detroit, Grand Rapids and Lansing, the company focuses on highly personalized service, easy-to-understand financial expertise and a full range of financial services and products.

Clients Making News

Quell provides media relations services and media training to place clients at the forefront of industry-related discussions.

Giffels Webster President Scott Clein contributed to *CE News* about Detroit's growth and the increased investment in the city's infrastructure.

DFCU Financial CEO Mark Shobe was interviewed by *dbusiness* about the company's plans for growth. He also addressed the state of the industry for Michigan credit unions.

DFCU Financial's Mike Kruczek, executive vice president and chief lending officer, was quoted in the *Ann Arbor Journal* about the new government regulations for qualifying for a mortgage and how they will affect homeowners.

Data from the **Urban Science** Franchise Activity Report was featured in *The Detroit News* and *Automotive News*. The company was mentioned in reports of U.S. car dealerships setting a record

in 2013 for average number of vehicle sales per dealership. Vice President John Frith explained the importance of balancing the number of franchises and the size of each dealership to keep sales rates up.

Nexteer Automotive's international business expansion, thanks to its electric-power steering system, was showcased in [WardsAuto](#).

Shiloh Industries' leading curvilinear laser welding process was featured in [Automotive Design and Production](#) along with its benefits in producing lighter, more efficient vehicles.

Shiloh Industries was featured in [Inside Indiana Business](#), [Crain's Cleveland Business](#), [Fort Wayne's Journal Gazette](#), [Today's Motor Vehicles](#) and many other prominent outlets in regard to how the company's facility expansions will lead to increased investment and upgrades in the latest lightweighting technologies.

AIAG announced in [Crain's Detroit Business](#) the launch of a new program called Supply Safe-Supplier Security Assessment that will track the movement of finished parts and materials through the automotive supply chain.

Market Impact

Quell's integrated marketing and communications approach enables clients to reach their audiences through various channels and leave a lasting impression.



Building Social Media Buzz

There was a social media frenzy at Quell this quarter as we launched three customer Facebook pages. "Like" **Giffels Webster** and **Shiloh Industries** and learn about company culture, accomplishments and news. These pages are intended to enhance engagement with employees, recruits and customers.



Corporate Collateral Update

Quell launched a new corporate brochure for **Giffels Webster**, incorporating its Quell-designed brand look.



Trade Show Support

Chem-Trend's presence at the ARMO Rotomoulding Conference in India was supported by Quell-designed trade show materials ranging from brochures to display panels showcasing the company's innovative products for rotational molding.



12 Months of Branding

Quell created a 12-month calendar for **Carlex** featuring the company's various automotive glass products and key brand messaging.



Driving Ahead Automotive Advertising and Positioning

Quell developed **Shiloh Industries'** new advertisements for *Automotive News* to underscore the company's key value proposition, "Lightweighting without compromise."

North American International Auto Show – Part 1



Quell facilitated interviews and tours with key automotive and business media for **Nexteer Automotive**. Resulting coverage featured Nexteer's steering technology on the new BMW i8 and positioned Nexteer's leadership as experts on the future of the steering industry.



North American International Auto Show – Part 2

Hella tapped Quell to bring its automotive media relations expertise to bear on the company's media event during NAIAS Press Week. Titled "A look behind the curtain," the event showcased future advancements in lighting and electronics. At the event, Quell paired journalists with Hella executives to learn more about the company and its innovations. Quell pulled in its media contacts, drafted comments, developed messages and prepped spokespersons. Numerous prominent media hits resulted, including *Motor Trend* and *Automotive Engineering International*.



Escalating Event Traffic

Quell coordinated a multimedia advertising campaign aimed at driving event traffic to the **Sola Life & Fitness** Winter Open House. This campaign included local and Pandora radio ads, Facebook ads, local print ads and a direct mail flyer. Sola's website traffic and event turnout exceeded expectations and led to a significant number of new members.



Freedom Center Annual Report

Quell has designed the Freedom Center's second annual report, sharing organizational news and testimonials of military members, their families and veterans who have visited the lounge, located in Detroit Metro Airport's McNamara Terminal. Click here for more information on the **Freedom Center**.

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For more information about Quell's automotive marketing expertise, please visit auto.quell.com.



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