



ŠKODA
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PRESS RELEASE

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ŠKODA AUTO awarded its international marketing communication account to OPTIMIST and thjnk

- › OPTIMIST and thjnk establish joint venture with its own team in Prague for ŠKODA account
- › Marketing and automotive expertise of the two specialists complement each other

Mladá Boleslav, 30 July 2018 – ŠKODA AUTO has awarded its international marketing communication account to a collaboration between the agencies OPTIMIST and thjnk. They entered the competitive tender process together and were convincing with their pitch. US agency OPTIMIST specialises in digital communications and experience design. It runs its European business from Hamburg, where full-service agency thjnk also has its headquarters. For ŠKODA, they are going to establish a joint venture that will commence operations in Prague at the beginning of 2019.

Marc-A. Brinkmann, Head of Marketing at ŠKODA AUTO, said, "We have ambitious aims for ŠKODA. That's why we decided to employ the concentrated automotive knowledge of OPTIMIST and thjnk. Together, we can give the brand even more appeal and presence in the international markets."

"During the pitch it became clear that we can set new benchmarks in car communications with the joint venture between OPTIMIST and thjnk, and thus raise our brand's profile even higher and more successfully," added Thanh Vu Tran, Head of Global Marketing Communication Content and Strategy at ŠKODA AUTO.

The new undertaking has been tasked with the topics of strategy, classic advertising, digital content marketing, experience design and point-of-sale marketing. Staff in Prague will be able to access both OPTIMIST and thjnk resources, meaning ŠKODA will benefit from the comprehensive expertise and creativity of both agencies.

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With the collaboration between OPTIMIST and thjnk, ŠKODA intends to further strengthen the long-established Czech brand's appeal and presence in the international markets.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is one of the longest-established vehicle manufacturers in the world. The company was founded in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- › currently offers the following models in the range: CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ and SUPERB.
- › delivered more than 1.2 million vehicles to customers worldwide in 2017.
- › has been a part of Volkswagen Group since 1991. Volkswagen Group is one of the most successful vehicle manufacturers in the world. ŠKODA AUTO, in association with the Group, independently manufactures and develops vehicles, as well as components, engines and gear transmissions.
- › operates at three locations in the Czech Republic, produces in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan through local partners.
- › employs over 35,000 people globally and is active in more than 100 markets.

