

voestalpine attracts interest with its “unexpected” brand platform

Following the launch of voestalpine’s image and brand campaign in October 2012, the new “voestalpine unexpected” brand platform puts even greater focus on the company’s people and faces.

With its clearly structured design, the “voestalpine unexpected” platform (link: <http://www.voestalpine.com/unexpected>) offers outsiders a chance to look inside the voestalpine Group and to get to know a completely new side of the company. Various interactive elements and numerous pictures invite the user to learn about the issues the employees are working on and to ponder what it is about steel that inspires and motivates them. In keeping with the “One step ahead.” brand claim, it is essential to look at innovations in the widest range of fields and to form an individual opinion about the future.

The clear organization into three sections – “Stories”, “Knowledge” and “Inspiration” – reflects the corporate culture of voestalpine as an innovative and international company. “Who we are, what drives us, what we believe in – we’ve put all of these things together on this platform. This is where we tell our stories, share knowledge and ideas about the topics most important to us, like mobility and energy, and present inspirational moments,” explained Maria Reibenberger of Corporate Brand Management.

In the “Stories” section, the user can look over the shoulders of the five brand heroes and momentarily become a part of their working and private lives. Within the platform, employees are integrated even more actively into the communication, and their faces and stories lend even more personality to the voestalpine brand.

In keeping with our slogan “We’re taking the future into our own hands,” it is important to constantly keep an eye on what is changing the world, to share ideas with each other and to be open to new things. And precisely this approach is taken in the “Knowledge” section, with up-to-date reports on the key issues of mobility and energy from international media outlets.

Behind every innovation is “inspiration”. There are many things that can be inspiring, be it a building, a bridge or a work of art. At voestalpine, we are always seeking the link to steel. The “Inspiration” section shows the kinds of seemingly impossible things that can be manufactured out of steel.

During the planning of the platform, much attention was paid to ensuring that sharing and distributing contributions, as well as sharing personal “inspirations”, is as simple as possible. “Enabling interaction and inspiration on various platforms and devices also reflects our focus on the future with respect to technology, and shows the basic philosophy in this area of adapting to trends and to our surroundings,” explained Stephanie Bauer of Corporate Online and Social Media Management.

The concept development and technical implementation of the platform were carried out by LHBS and LOOP, who are implementing a project for the first time as part of the voestalpine brand

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campaign. In addition to its organized structure and clear design, the platform is also optimized with responsive technology for all devices (desktop, tablet, smartphone).

We hope we can inspire you as well: www.voestalpine.com/unexpected

The voestalpine Group

The voestalpine Group is a steel-based technology and capital goods group that operates worldwide. With around 500 Group companies and locations in more than 50 countries and on all five continents, the Group has been listed on the Vienna Stock Exchange since 1995. With its top-quality products, the Group is one of the leading partners to the automotive and consumer goods industries in Europe and to the oil and gas industries worldwide. The voestalpine Group is also the world market leader in turnout technology, special rails, tool steel, and special sections. In the business year 2012/13, the voestalpine Group reported revenue of EUR 11.5 billion and an operating result (EBITDA) of EUR 1.45 billion; it had around 46,400 employees worldwide.

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