ElectroFleet

Brand Launch & IAA Campaign Activation

Helping ElectroFleet introduce its brand to the logistics industry, build market visibility and engage fleet operators at IAA TRANSPORTATION 2026.



N7.I

Authority marketing for eMobility and B2B tech

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Client

ElectroFleet is a German energy and infrastructure company helping logistics operators transition to electric trucking. Its integrated approach brings together charging infrastructure, renewable energy, financing and energy management, with electricity supplied through its own Virtual Power Plant, combining wind, solar and battery storage. This enables fleet operators to electrify without the upfront investment and complexity of developing their own infrastructure.

With IAA TRANSPORTATION 2026 approaching, ElectroFleet had a major opportunity to introduce itself to the wider logistics industry and establish its position in the emerging market for electric truck charging infrastructure.

As one of Europe's most important commercial vehicle exhibitions, IAA offered a platform to connect with fleet operators, industry partners and decision-makers at a pivotal moment in the transition to electric transport.



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Challenge

ElectroFleet needed to make a strong first impression in a market where electric trucking is gaining momentum, but many operators are still navigating the practical and financial challenges of electrification.
Its proposition goes far beyond installing chargers. ElectroFleet brings together infrastructure, electricity supply, financing and long-term energy management to help make electric fleets commercially viable.

Communicating this complex offering clearly was essential. The company needed to introduce its brand, explain what makes its approach different and give potential customers a compelling reason to engage. IAA TRANSPORTATION presented the ideal opportunity, but standing out among established vehicle manufacturers, technology providers and infrastructure companies required more than simply announcing an exhibition presence.

The main goal was to attract as many visitors as possible to ElectroFleet's stand, creating opportunities to connect with potential customers and industry partners.
The campaign also needed to resonate with the German logistics market, addressing the challenges, priorities and language of local fleet operators.

ElectroFleet needed a marketing partner that understood the electric mobility industry and could translate its technical expertise into clear, engaging communications.

"Nexxt Industry understands our market, our business and what makes ElectroFleet different. They took a complex proposition and helped us turn it into a clear, engaging story. Their creativity and execution around IAA TRANSPORTATION were excellent, and they worked with us as a genuine strategic partner, not just an external agency."

— Bob Bouhuijs, CCO at ElectroFleet



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Our approach

Nexxt Industry worked closely with ElectroFleet to build brand awareness in the build up to IAA TRANSPORTATION 2026, combining authority-building content, social media communications and a coordinated event marketing campaign.

Building authority ahead of IAA

Our work began months before the exhibition, establishing ElectroFleet's presence in the market through a mix of thought leadership, industry commentary and social media content.

We focused on communicating ElectroFleet's expertise in charging infrastructure, energy and fleet economics, helping the company develop a recognizable voice and build awareness among logistics operators and industry decision-makers. This created a foundation for the IAA campaign, ensuring ElectroFleet was already building visibility and credibility before the event began.

A campaign that invited the industry to participate

At the center of the IAA campaign was You Vote. We Build., an interactive initiative inviting logistics companies to identify where they needed electric truck charging infrastructure.

The campaign gave fleet operators a direct way to express their infrastructure needs while reinforcing ElectroFleet's commitment to developing solutions around real operational demand. With a simple, memorable message and a clear call to action, the campaign created a distinctive opportunity for engagement and helped ElectroFleet introduce its approach to the industry.

Varied content, one consistent story

We developed a diverse range of content to build anticipation before IAA, attract visitors to ElectroFleet's stand and support engagement throughout the exhibition. This included LinkedIn posts, campaign announcements, event promotions, team introductions and live posts from IAA, extending ElectroFleet's reach and keeping the brand visible throughout the event.

We also created ambassador posts for ElectroFleet founder Mark Hellmann Regouby, using his personal perspective and industry expertise to reach a wider audience and strengthen the company's credibility.

We also created a one-page service overview and a dedicated landing page, giving potential customers clear information about ElectroFleet's offering and supporting the campaign across multiple touchpoints.

The content brought different aspects of ElectroFleet's story to life, from its technical expertise and commercial proposition to the people behind the business and its ambitions for the future of electric trucking. Each piece had a distinct purpose while contributing to a consistent brand narrative across the campaign.

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Localized for the German market

With Germany at the heart of ElectroFleet's initial market ambitions, we adapted the content to resonate with German logistics operators and industry decision-makers. This went beyond translating English copy. We tailored messaging, terminology and tone to the local market, ensuring communications felt natural, relevant and credible to their intended audience.

Our understanding of the eMobility sector helped us maintain technical accuracy while communicating complex topics in an accessible and engaging way.



















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Outcome & ongoing success

Nexxt Industry helped ElectroFleet approach IAA TRANSPORTATION 2026 with a coordinated marketing campaign, a clear brand story and a distinctive way to engage the logistics industry.

As part of this effort, a targeted LinkedIn paid campaign helped introduce ElectroFleet to relevant professionals at companies participating in IAA. Running from August 27 to September 15, 2026, the campaign generated **13,100 impressions** and **reached 4,890 professionals** across **288 target companies**, helping build awareness among key industry audiences ahead of the exhibition.

4,890
Professionals reached

288
Target companies reached

5.78%
Page-post engagement rate

0.53%
Paid campaign CTR

The work provided ElectroFleet with:

- **A strong introduction to the market**, communicating its proposition and ambitions to the wider commercial transport industry.
- **A recognizable campaign concept through You Vote. We Build.**, giving fleet operators a reason to engage with the brand.
- **Consistent visibility across multiple content formats**, combining company news, technical expertise, thought leadership and event communications.
- **Market-relevant messaging**, adapted to the language and priorities of German logistics operators.
- **A foundation for ongoing engagement**, with campaign insights and industry conversations creating opportunities for further content and market positioning.

The IAA campaign was part of a broader effort to establish ElectroFleet's market authority. By building awareness and sharing its expertise in the months leading up to the exhibition, Nexxt Industry helped lay the foundation for a successful introduction to the industry.

With this strong foundation in place, ElectroFleet is well positioned to build on its momentum, strengthen its industry presence and establish itself as a trusted voice in electric trucking. After all, market authority is built through consistency.

Planning your next launch? Let's talk. hello@nexxtindustry.com