



WORDS ON WHEELS  
ENGLISH AUTOMOTIVE COPYWRITING

# CASE STUDY

## Mitsubishi Motors Europe New Pan-European website

Our role? To write the copy for a new pan-European website for Mitsubishi Motors Europe, creating an engaging and fresh tone of voice which connected with a younger and ever-growing target audience.

*torque  
automotive  
words  
performance  
for bikes  
automotive*

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# Mitsubishi Motors Europe

## New Pan-European website



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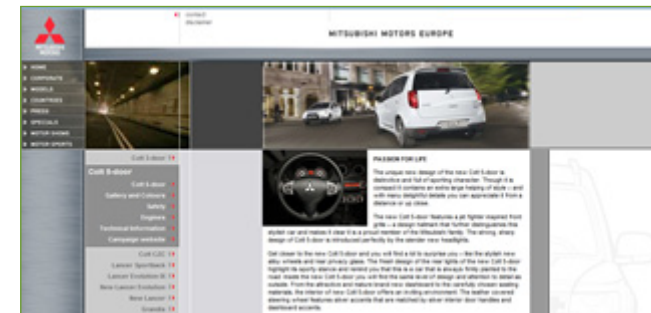
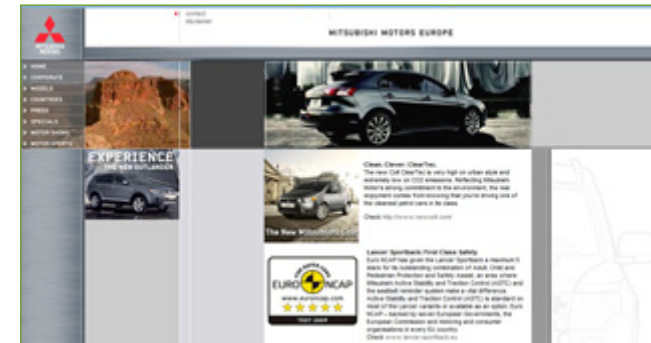
### Background

In 2008 Mitsubishi Motors Europe (MME) briefed their marketing communications agency to design a brand new website for Europe which would reflect recent changes to their overall positioning and brand messaging. The agency came up with a very modern, clean and engaging website which would help attract a younger more dynamic audience in line with their changing target audience.

The new website design placed high demands on the copy content provider – the multi-level approach required a very flexible copy structure and a much more conversational style than had been used previously.

MME had experienced our service before on several brochure projects and individual model microsites and asked us to partner with them once again.

Screenshots show the outgoing corporate website, which was very product focused and failed to draw readers in





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### Approach

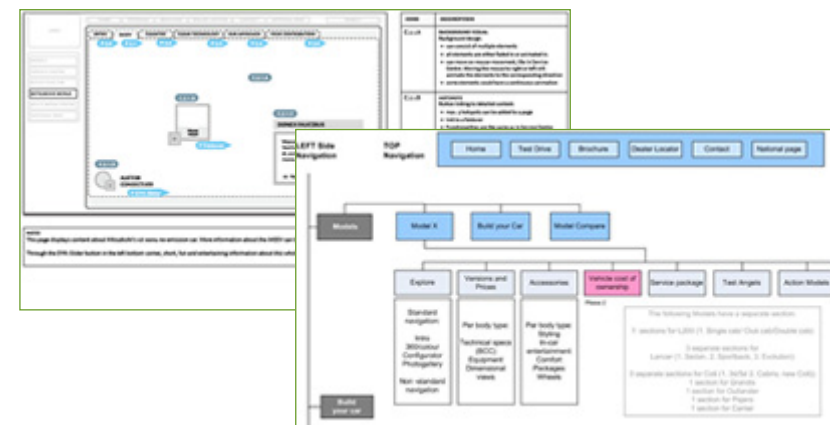
Given the size and complex nature of the project we started it off with a face-to-face planning meeting involving all contributors to the website. After submitting detailed cost and time plans for each section of the site, we pulled together a team which consisted of an overall copy editor, two contributing writers and a proof-reader, and every step of the project was co-ordinated by a dedicated project manager.

Our role was very broad and included:

- Advising on suggested content for each area
- Developing detailed briefs for the writing team
- Reviewing drafts before submission to the client
- Liaison with the creative agency to ensure a smooth build process

All of these helped ensure a faster turnaround and a better end result for the client.

ID	Subsection	Tab description	Prep	Briefing input	quo
1	Environment	Class/Tab	1.1.1.1.1	27.1.1.1	



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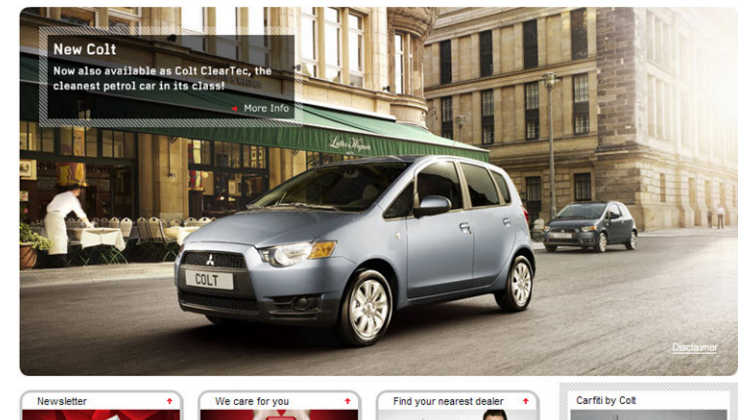
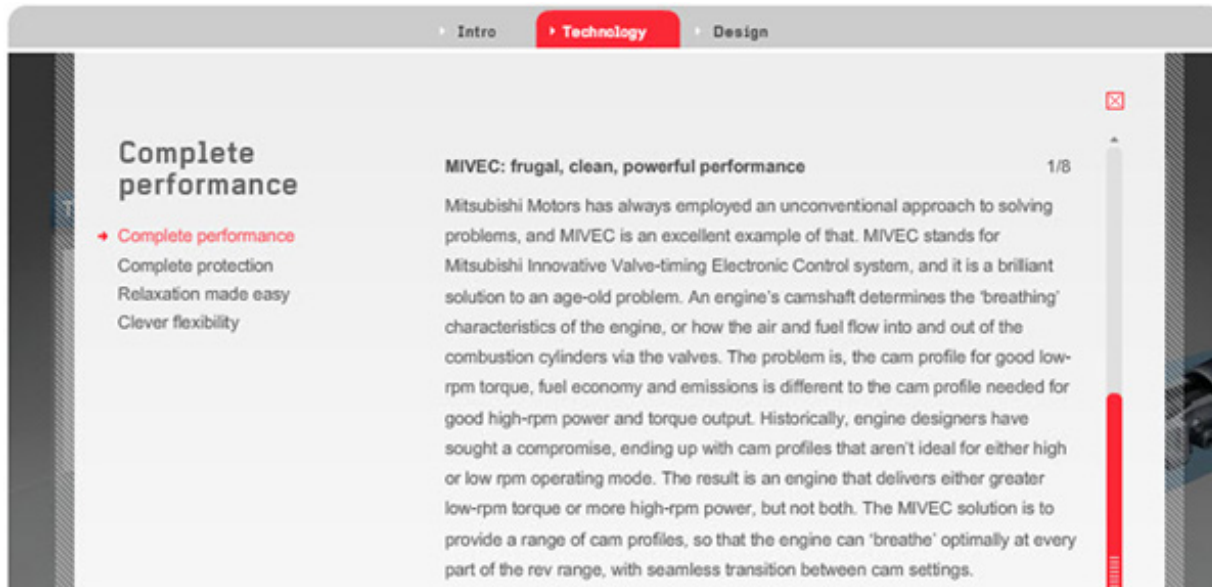
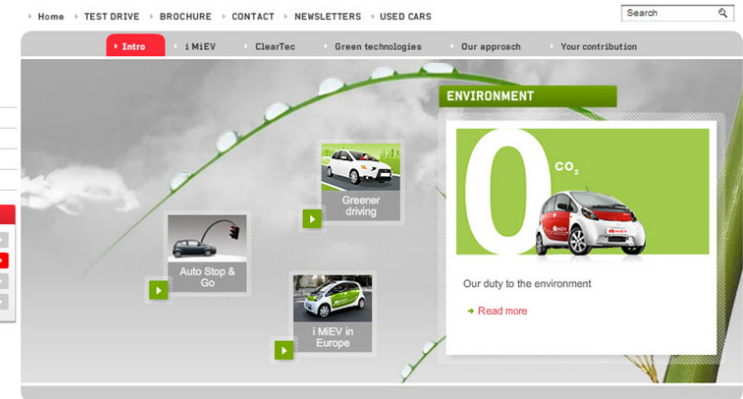
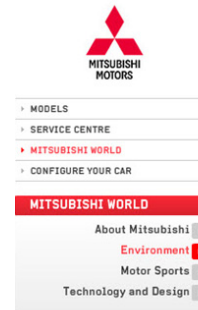
## New Pan-European website

### Outcome

The website is currently being tested and has received extremely positive feedback from the internal team at MME. The number of drafts and amends required to get from brief to sign off was dramatically reduced compared to projects with other writing teams. Both MME and their creative agency have indicated their intention to use us for future communication projects.



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### Client feedback

“ After having done a few projects with Tina and the team, copywriting for brochures and website, I can say that I’m very pleased with this cooperation. Thanks to their understanding of automotive, their experience with the Mitsubishi Motors brand and working with native English speakers, the quality of the copy has always been very good and pleasant to read.

Their enthusiasm for their work and cars in general is noticeable in everything they do. In the last project, creating copy for our website, I’ve also experienced their project management skills. Their pro-active approach, regular updates and positive attitude have made my life a lot easier. I can recommend them to anyone working in the automotive! ”

#### **LVDW**

Marketing Communication

Supervisor Online Content

Mitsubishi Motors Europe B.V.





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# Want to get the wheels in motion?

If any of this strikes a chord, maybe we should meet and explore how we can help you produce flawless and compelling automotive copy.

Tel: +44 (0)845 652 1826

[enquiry@wordsonwheels.co.uk](mailto:enquiry@wordsonwheels.co.uk)

[www.wordsonwheels.co.uk](http://www.wordsonwheels.co.uk)

