

# CASE STUDY



## Animmersion is Driving Forward in the Automotive Sector with Support from Just Williams

Fellow NEAA members collaborate and enjoy success in the automotive sector.



"As an outsourced sales company, we specialise in developing sales strategies that empower our clients' business growth. Diversification into new markets is essential in order to achieve ambitious growth targets and, with help from the NEAA, Just Williams and Animmersion have enjoyed notable success in the Automotive sector."

**Jessica Williams** / **Managing Director** / **Just Williams**

### Background

When you think of the types of organisation involved in the Automotive sector, an outsourced sales company and an animation and immersive technology company are probably not the first to spring to mind! But North East Automotive Alliance (NEAA) members, Just Williams and Animmersion have enjoyed significant success through their membership of the NEAA.

Three years ago, Just Williams started working with Animmersion to support this growing company with its sales strategy. Following a decline in the oil and gas sector, Just Williams assessed new markets that presented an opportunity for diversification – identifying the automotive sector as an industry that was booming and presented a huge opportunity for growth. At this time, Animmersion joined the NEAA and were one of the first companies to become members of what is now the largest automotive cluster in the UK and one of the fastest growing in Europe.

### Approach and Solution

Membership to this proactive, industry-led cluster group meant that Animmersion gained exposure to the Automotive sector's Tier 1 supply chain and, in 2017, Animmersion secured a six-figure deal with Unipres – supplying a range of interactive and portable tools to help Unipres create a new approach to customer and community engagement.

Animmersion provided holograms, touch screens, an app and an animation, which the Sunderland company used at its headquarters, events, conferences and within the community at schools and colleges.



Animmersion's relationship with Unipres has strengthened over the years and their most recent project, a virtual reality crane training programme, was showcased on 26th September 2019 at the North East Automotive Expo at the Beacon of Light, Sunderland.

Having experienced Animmersion's success through the NEAA, Just Williams became a member in its own right in 2019 and joined Animmersion at September's Expo.

The Automotive industry is set to change more in the next 10 years than it has since its inception - Animmersion's digital immersive technology will continue to have an important part to play as the automotive sector advances at an eye-watering rate.

### Outcome and Advantage

- Animmersion secured a six-figure deal with Unipres as a result of exposure through the NEAA network.

• **networking** • **business excellence** • **skills & training** • **sector voice** • **innovation** • **collaboration** • **promotion**

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