

Strengthening Strategy Through Regional Insight

*A research internship focused on real-world
communication challenges in an international organization*



About Midtronics



Midtronics is the global market leader in battery diagnostics, developing advanced diagnostic and electrical system solutions for the automotive industry.



We work with vehicle manufacturers (e.g. Ford, Toyota, Volvo, Volkswagen, and more), distributors, workshops, and service professionals across Europe and Worldwide.



As the automotive market evolves from traditional vehicles to electric mobility, clear and consistent communication across regions becomes increasingly important.



In this internship, you will research how communication works across diverse European markets and how global messaging can be strengthened through regional insight.

For more information about Midtronics, visit: <https://www.midtronics.com/> and <https://europe.midtronics.com/>

Why This Matters

As a communication student, you will explore how global brands remain relevant across diverse European markets.



Strengthen Strategic Alignment

Explore how regional communication insights can strengthen the connection between local markets and global messaging, helping brands communicate more effectively across different countries and audiences.



Improve Operational Efficiency

Identify where communication between global and regional teams can be improved to support clearer collaboration, smoother processes, and more effective communication outcomes.



Maximize Marketing Impact

Analyze how regional communication needs differ across the three growth pillars*, including the hard-to-reach 12V Aftermarket segment, and how these differences affect communication effectiveness.



Generate Actionable Insights

Build a data-driven foundation for strategic decisions by showing where regional communication adds value, without disrupting existing ways of working.

Why This Research Is Needed

As Midtronics continues to grow across diverse markets and technologies, communication needs differ across regions and audiences. Without clear regional insight, global messaging risks becoming less effective locally. This research helps identify where regional communication adds value, supporting consistent, relevant messaging while maintaining operational efficiency.

* The 3 growth pillars describe where Midtronics is growing: traditional 12V batteries, servicing Electric Vehicles (EV), and improving EV safety.

The Communication Challenge

Communication across EMEA markets presents several challenges that limit regional effectiveness and alignment with global messaging.

Regional Complexity

EMEA's diverse markets and EV Safety verticals require a deeper understanding of local audiences, markets, and communication contexts that cannot be fully captured from a central perspective.

Translation Gap

Strong global messaging doesn't always translate effectively, creating opportunities to explore how regulatory, cultural, and market maturity differences influence communication effectiveness

Consistency Challenges

Even with strong global guidelines maintaining consistent messaging across Europe requires insight into how global guidelines are interpreted and applied locally

Missing Insight

EMEA office lacks structured regional insight, creating an opportunity to identify patterns and differences that can inform future communication decisions

Limited Capacity

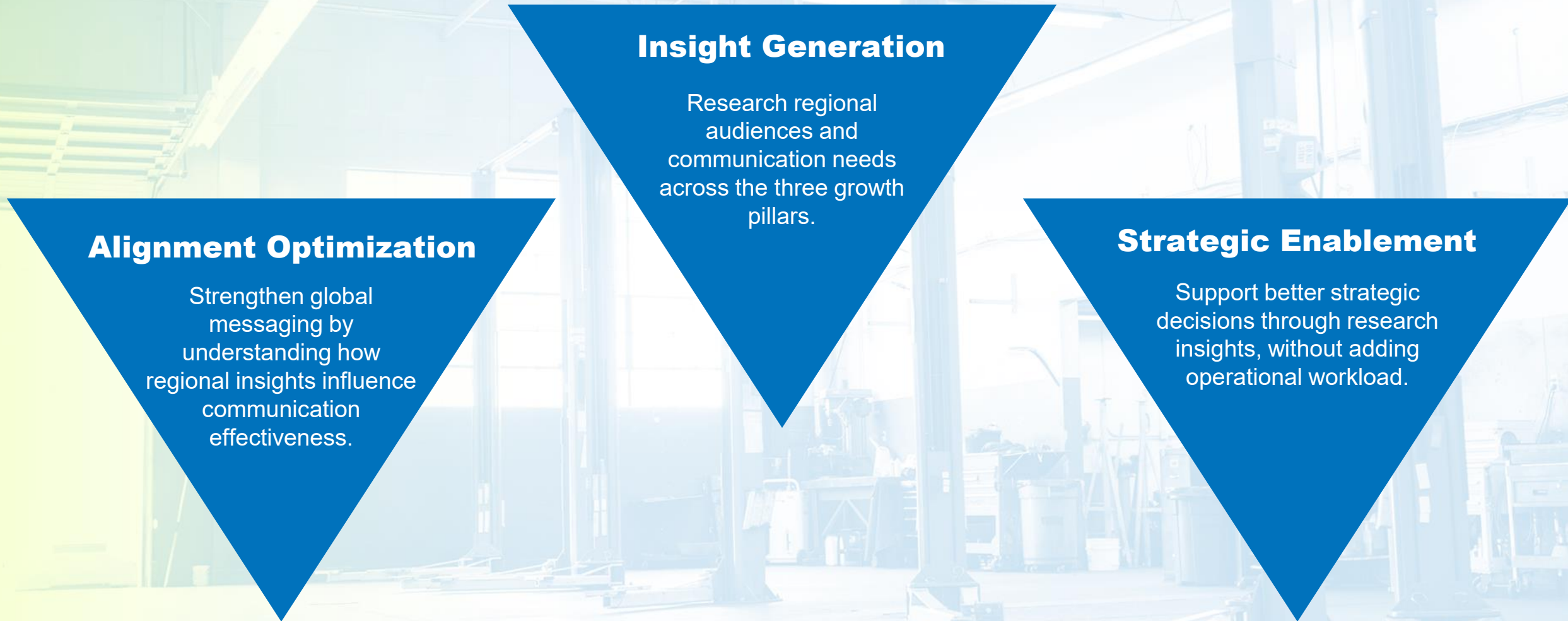
Neither U.S. HQ nor EMEA office has the capacity to systematically explore regional and vertical communication needs across all European markets

Untapped Potential

Localized content and audience-specific communication remain underused, representing untapped opportunities to increase communication relevance and impact across diverse European audiences.

Strategic Proposal: Research - First Approach

This internship starts with research, not execution, to ensure insights are based on evidence rather than assumptions.



Research Question

Guided by a single strategic question

How can regional communication insights improve the effectiveness and alignment of global messaging within EMEA?

This research focuses on three key areas:



Identify key communication needs across EMEA markets



Understand where and why global messaging requires regional nuance to remain effective.



Clarify how the EMEA office can provide structured, low-effort insights that support global communication planning and decision-making.

This question guides your research throughout the internship and defines the scope of your work.

Research Internship: Core Deliverables

By the end of this internship, you will deliver the following research outputs



Regional Insight Mapping

Map recurring communication needs across EMEA markets and audiences, identifying where regional differences impact how messages are understood and received.



Messaging Gap Analysis

Identify where and why global messaging requires regional nuance to remain effective, while maintaining overall brand consistency.



Governance Recommendations

Clarify when and how regional insights can be consistently shared to support global communication planning, enabling smoother collaboration without adding operational workload.



Content Opportunity Insights

Highlight regional themes, trends, and audience needs that can inform future content planning and communication strategy.



Executive Summary & Recommendations for 2030 Alignment

Provide a concise, data-driven summary with clear recommendations on how regional communication insights can be sustained support Midtronics' long-term growth vision.

Internship Structure

Setup & Guidance

- Research-focused internship with a clearly defined scope; no execution or content production responsibilities
- Guided by a central research question and defined, assessable deliverables
- Structured supervision with regular progress reviews and feedback moments
- Academic and practical guidance provided by the Global & EMEA marketing team
- *You will work independently, but never alone — with regular guidance and feedback throughout the internship*

What is expected from you

Internship Role

As a communication research intern, you will contribute to a structured research project focused on understanding regional communication dynamics within an international organization. This role is ideal for students who enjoy analysis, research, and understanding how communication works in practice.

Key Responsibilities

- Conduct qualitative and desk-based **communication research** across selected European markets
- Analyze how **global messaging is interpreted and applied** in regional contexts
- Identify communication differences and challenges across the **three Midtronic's growth pillars**
- Explore communication needs within the **12V Aftermarket**, a fragmented and hard-to-reach audience
- Translate research findings into **clear insights and actionable recommendations**

Working Approach

- Work independently within a **clearly defined research scope**
- Apply communication theory, research methods, and analytical frameworks
- Present findings in a **structured, professional, and academically sound manner**
- Participate in regular progress updates and feedback sessions
- The working language within the EMEA office is Dutch. However, collaboration with international stakeholders and all final research deliverables will be in English

Scope Definition

- This internship is **research-focused**
- No content creation, campaign execution, or channel management
- Emphasis on analysis, insight generation, and strategic reflection

Why this internship is valuable for you



Learning & Experience

- Real-life **communication research project** within an international organization
- Application of communication theory to real-world business challenges
- Development of research, analysis, and strategic thinking skill



International Context & Support

- Exposure to **global and regional communication dynamics** across Europe
- Supervision by the **EMEA Marketing team** with regular feedback moments
- Clear research scope, question, and deliverables aligned with HBO requirements



Practical & Career Value

- **Market-conform monthly internship allowance**
- Hybrid working setup (office & remote)
- Strong **portfolio case** and solid foundation for communication or marketing careers

Contact Information

Internship Supervisor

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For questions about the internship, research scope, or application process, please feel free to reach out

We look forward to hearing from motivated students who are eager to explore communication in an international context.