

Good Garage Scheme stars in satellite and digital TV campaign

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The UK-wide Good Garage Scheme will take centre stage on the small screen with a new satellite and digital TV advertising campaign.

With the catchphrase 'It's like having a friend in the know' the campaign will kick-off on Sky Sports on May 10th and will also feature on 28 other Sky channels including Sky 1, 2 and 3.

It will highlight the Scheme's membership of high-quality and trustworthy garages and workshops to a new and wider audience, giving customer assurance and peace of mind that their vehicles are in safe hands.

The Good Garage Scheme's latest TV advertising follows two incredibly successful campaigns on ITV1 which prompted a surge in interest from motorists looking for reputable garages and garage owners interested in becoming members.

Anndi Sheppard, Marketing Manager of the Good Garage Scheme, said: 'The latest campaign appears on channels covering a range of genres which will help the Good Garage Scheme reach as wide an audience as possible for both motorists and garage owners. Our latest terrestrial TV campaigns resulted in an immediate increase in traffic to our website with a 110 per cent increase in visitors at the height of the campaigns which was fantastic.'

On average, motorists visiting the site carried out two postcode searches for their nearest garage and 71 per cent of those visiting the site were doing so for the first time. That speaks volumes about the success of the campaign and we're confident the new one on Sky and other digital channels will prove equally as successful.

Launched by Forté nearly four years ago, the Scheme has more than 2,800 members comprising of independent garages and workshops where customers are assured of service excellence.

The Good Garage Scheme is widely accepted as a mark of quality for independent garages. Scheme members are recognised for providing exceptional service to their customers based on a rigorously monitored mandatory code of practice. Customers looking for Good Garage Scheme members can quickly locate the nearest garages using the easy-to-use search facility on the Good Garage Scheme website www.goodgaragescheme.com.

The latest TV advertising campaign is just one of a host of benefits enjoyed by Good Garage Scheme members. Other benefits include:

- " Free graphic design service, including logos and literature.
- " Free legal support.
- " Discounted insurance.
- " Discounted parts washer and waste disposal service.

Earlier this year the Scheme launched its member benefits website www.ggsbenefits.co.uk to ensure that its membership is getting the most out of being part of the scheme, giving them access to benefits, forum dates, marketing campaigns and news.

Anndi added: We have a strong track record of delivering tangible benefits to our members, from saving them money on insurance to providing promotional materials to help their businesses grow. Our satellite and digital advertising campaign follows that tradition and we hope our members will benefit from it.

ENDS

Editor s note:–

The Good Garage Scheme was set up as a self–regulatory body for independent workshops and MOT centres throughout the UK to ensure the best industry standards are maintained by its members. It has more than 2,800 members who adhere to a strict Code of Conduct and offer an Industry Standard Service.

Good Garage Scheme members:

- " Adhere to a strict Code of Conduct and pledge to have their customers best interests at heart
- " Must agree what work needs doing with their customers before it is carried out
- " Work to an Industry Standard Service checklist
- " Must supply each customer with a feedback card allowing them to give their views on service directly to the Good Garage Scheme, which operates a stringent complaints procedure

For further information, please contact:

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