

Good Garage Scheme stars in successful satellite and digital TV campaign

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The UK-wide Good Garage Scheme has starred in a successful satellite and digital TV advertising campaign.

With the catchphrase 'It's like having a friend in the know', the campaign was featured on Sky Sports and 28 other channels including Sky 1, 2 and 3 in May raising awareness of the Scheme and generating business for its member garages.

The campaign highlighted the Scheme's membership of high-quality and trustworthy garages and workshops, giving customer assurance and peace of mind that their vehicles are in safe hands when having work carried out. Feedback from a number of member garages and workshops revealed they have gained new customers as a result.

It came on the back two incredibly successful campaigns on ITV1 and ITV2 that prompted a surge in interest from motorists looking for reputable garages and garage owners interested in becoming members.

Good Garage Scheme member Riverside Auto Centre NE, in Station Street, Blythe, Northumberland, has seen positive response from the Sky adverts and other marketing activity, resulting in twenty two calls from new customers.

Owner Allen Lewins said: 'We did see an increase in business since the campaign without any shadow of doubt and anything that increases business is good. It was a good campaign and I would like to see more of them.'

His comments were echoed by Kelly Lawn, Manager of Norden Motor Company Ltd, in Woodhouse Lane, Norden, Rochdale.

'We had a positive reaction to the campaign and had quite a few phone calls over that period of time,' she said.

'New customers were showing an interest in us. Having seen the TV advert they visited the Good Garage Scheme website and found us as their nearest garage. I would say 50 per cent of those who made enquiries with us have already had work done.'

'Anything that helps promote a garage is always helpful and in this case people were clearly taking notice of the Good Garage Scheme.'

Anndi Sheppard, Marketing Manager of the Good Garage Scheme, said: 'Early indications from a number of member garages have suggested the satellite and digital advertising campaign has been a major success. It has both raised awareness of the Good Garage Scheme and driven potential customers to member garages and workshops for work. It helped us reach as wide an audience as possible and we anticipate it will mirror the impact of the ITV adverts which increased hits on our website both during and after the campaign.'

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: Good Garage Scheme members enjoy a number of tangible benefits, from discounted insurance to promotional tools to help their businesses flourish. The satellite and digital advertising campaign further underlines our commitment to our membership.

Launched by Forté nearly four years ago, the Scheme has more than 2,900 members comprising of independent garages and workshops where customers are assured of service excellence.

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

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 2,900 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

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