

# Good Garage Scheme launches biggest TV campaign

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The UK-wide Good Garage Scheme is this month launching its biggest ever national TV advertising campaign.

With the catchphrase 'It's like having a friend in the know', the ITV1 campaign will begin on 27th September and will run to 7th October 2010.

The ITV1 coverage alone is covering new regions in the UK – Scotland, Wales and the west, central and Anglia in the east, reaching 13.6 million viewers.

At the same time, ITV2 coverage is expected to be broadcasted to 48 million viewers while half of the Good Garage Scheme's 700 advertising slots on Sky are to go out peak viewing time.

The new campaign follows previous successful campaigns on ITV 1, ITV 2 and Sky, raising awareness of the Scheme and generating business for its member garages. A new video is being launched simultaneously with the advertising campaign to highlight the Scheme's membership of high-quality and trustworthy garages, MOT stations and service workshops, giving customer assurance and peace of mind that their vehicles are in safe hands when having work carried out.

Anndi Sheppard, Marketing Manager of the Good Garage Scheme, said: 'Our previous satellite terrestrial and digital advertising campaigns have been major successes in both raising awareness of the Good Garage Scheme and generating business for members. We are confident our latest campaign will help us build on that success in reaching the widest possible audience.'

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

- " Free graphic design service, including logos and literature.
- " Free feedback system for rating members
- " 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](http://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: 'Our latest national TV advertising campaign illustrates again just one of the many the major benefits of being a Good Garage Scheme member.'

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](http://www.goodgaragescheme.com).

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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

For further information, please contact:

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