



Press release
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Mekonomen and TV4 enter into strategic cooperation

As part of efforts to more distinctly attract new target groups and more efficiently reach the current target group, Mekonomen and TV4 have entered into a strategic partnership.

The first activity will comprise target-group-adapted marketing of Mekonomen Bilverkstad (workshops) and Mekonomen stores, with women comprising one of the main target groups. This marketing effort will commence on TV4 and will extend over a large part of the summer.

“The timing of the campaign is just right and the aim is to mainly focus marketing on a potential target group that is not usually associated with our sector,” says Håkan Lundstedt, President and Chief Executive Officer of Mekonomen.

“As part of our efforts to attract new advertisers in completely new industries to TV, Mekonomen represents a strategic opportunity. Mekonomen will become visible to the entire Swedish population throughout the summer and monitoring the results of the campaign will be extremely interesting,” says Michael Grimborg, TV4”.

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Mekonomen is a car spare parts chain with its own wholesale operation and a nationwide retail network of wholly owned and co-operating stores in Sweden, Norway and Denmark. Group revenues mainly consist of revenues to service centres and motorists via wholly owned stores, and wholesale operations aimed at co-operating stores.