



August 2010

ChipsAway on TV again!

Following last year's hugely successful TV campaign, ChipsAway has recently completed filming its second advert, which is soon to be seen by millions on national TV.

The advert represents a major investment by ChipsAway in supporting its franchisees, raising brand awareness and generating new business through high impact promotion of ChipsAway's services to consumers on national television.

The campaign will commence in August on a range of digital channels, including ITV4, Dave and Gold to name but a few!

Chief Executive Lloyd Evans comments: "We are confident that our powerful new television advert will generate substantially increased levels of new business for our UK wide network of specialists."

Response to the first advert was immediate and in July 09 alone, ChipsAway's National Call Centre took over 11,000 enquiries for repairs on behalf of its nationwide network of specialists. "The next few years will be a very exciting time for ChipsAway as we continue to grow and develop to help meet market demand."

Using their unique repair system, ChipsAway continues to dominate in the 'on-the-spot' minor automotive paintwork repair sector. Specialists operate from professionally liveried vehicles, customised as fully equipped mobile workshops, which means they can repair minor dents, paintwork scratches and bumper scuffs to car paintwork on a 'same day' basis, in a location most convenient to their customer and at a fraction of the cost of traditional bodyshop repair methods.