



PIZZA & CHIPS!

Domino's Pizza marketing guru joins ChipsAway

May 2010

Robin Auld, the marketing wizard who made his name building the Domino's brand into the most recognisable in its sector, has been appointed Marketing Director at leading auto paintwork repair specialist, ChipsAway.

ChipsAway was the first company to introduce on-the-spot paintwork repairs to the UK, challenging traditional body shop methods by providing high quality repairs within a matter of hours and at a fraction of the cost. ChipsAway remains the dominant brand in the cosmetic auto paintwork repairs market.

Auld's vision is to replicate his achievements for Domino's Pizza at ChipsAway. "The timing is absolutely right for ChipsAway" he comments. "Those who know the brand rate it extremely highly, with 85% stating that they would use ChipsAway again and recommend it to others.

Auld was at Domino's Pizza for six and a half years, operating as Marketing Director for four of those years. During that time, the nationwide network doubled to just over 600 stores across the UK, whilst the national advertising budget grew exponentially from £8m to £22m.

"ChipsAway operates vehicle based franchises as well as CarCare Centres, offering franchisees the scalability required to grow; the key is to recruit franchisees committed to significant growth and development of their own business – and of the ChipsAway brand," he says.

Auld will shortly be meeting with many of the existing ChipsAway franchisees at this year's round of Regional Meetings. "I'm definitely up for the challenge and I'm looking forward to the ride!"

Meanwhile, Anne Blee, who introduced ChipsAway's highly successful national television advertising campaign will step into the role of Marketing Director for sister franchise Ovensclean.

Although Ovensclean previously came under her remit as Group Marketing Director for Franchise Brands Worldwide, Anne's new role will allow her to focus specifically on building the Ovensclean brand and developing its franchise network nationwide.