



### **ChipsAway shortlisted as finalist for Marketing Awards**

ChipsAway, the UK's leading 'on-the-spot' automotive paintwork repair specialist, has been shortlisted for a prestigious Franchise Marketing Award in the 'Best Overall Marketing Campaign' category.

A high profile national TV campaign, supported by national and local advertising activity, a newly launched customer focused website and an effective PPC (Pay Per Click) Google AdWords campaign, have combined to increase brand awareness for ChipsAway by 30% according to a recent national survey of motorists, driving up overall leads to the network last year by 25% compared to 2009.

Ongoing marketing has maintained and extended the positive impact within the marketplace, delivering a strong start to the year for ChipsAway, with figures in early 2011 up by 50% over the same period in 2010.

According to Lloyd Evans, Chief Executive at ChipsAway, customer focused marketing has become an increasingly high priority for the company, and is paying dividends for franchisees and customers alike.

"We are delighted to be shortlisted for 'Best Overall Marketing Campaign', which we believe recognises the success of our highly effective national, consumer-focused marketing activity," he said. "Our aim in marketing to motorists has been to 'educate' potential customers about the benefits of a ChipsAway repair, as well as to generate business for our network. Our research shows that the public's understanding of the nature of a ChipsAway repair service has risen by 65% and as a result we have seen substantially increased traffic to our website and new business leads through our National Call Centre. It's a win-win situation - our franchisees enjoy increased business and our customers benefit from the quality, cost and convenience of a ChipsAway repair!"

Lloyd added that ChipsAway is committed to continued investment in high impact marketing activity aimed at accelerating lead generation and strengthening ChipsAway's position as brand leader.

**Ends**

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