

MPS & BBI International Limited

PROJECT OVERVIEW



CLIENT: **arc Clean Car Centres**

AGENCY SERVICES: **Poster promotion**

BRIEF

arc Clean Car Centres is the UK brand of the IMO Car Wash Group, which is the world's largest dedicated car wash company. We were called on to support their marketing strategy for business expansion, including development of the company fleet market.

STRATEGY

A range of promotional concepts were put forward to build trust in the quality and ease of use of arc carwash facilities. These were aimed at different target markets, including those identified as potentially reluctant to use forecourt rollover car washes because of perceived complexity and lack of user friendliness, namely:

- Female drivers
- Elderly people

Other key prospects that were identified included:

- Families
- Cost conscious users
- Environmentally aware users
- Company car drivers

IMPLEMENTATION

A series of 60" x 40" vinyl posters were produced for display at arc Clean Car Centres (more than 250 nationwide). These highlighted trust, reliability, quality and value as key messages. The strong visual impact was enhanced by carefully selected stock shot photography to keep costs within a limited budget.

RESULT

The posters were well received by the outlets and the company has had a positive response from customers.

