

Tyre dealership re-brands for clarity

Continental Tyre South Africa has launched a nationwide re-branding campaign for its independent Conti Partner tyre dealerships which has already been completed in 25 stores around the country. A further 120 are still to be finalised.

The re-branding campaign was launched in conjunction with a new Continental Tyre ad called "The Tyre Marctrix", which shows comedienne Marc Lottering in a 3D animation dodging cheap tyres fired at him.

Conti Partner brand manager Anton Verwey explains that the decision to re-brand the tyre dealerships was made after research showed that customers were not making the connection between the national advertising campaigns and the Conti Partner tyre dealerships. The decision was taken to group the dealers under one umbrella brand.

"We decided to focus on building the Conti Partner name as a central brand among all our dealerships. When we advertise our branded products or promotions, a customer should know immediately that these products can be obtained at a Conti Partner dealership. The end result is an increase in feet through the door," he says.

The rebranding campaign includes changes to interior and exterior signage on all Conti Partner dealerships, as well as new internal and external painting specifications. Conti Partners also have a new pay-off line, "Your Fitment Professionals".

The re-branding process will be completed by 2008.

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