

ChipsAway

Scratches and scuffs won't dent your pocket

ChipsAway shortlisted for prestigious Marketing Award

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

The chosen entry focused on a viral campaign produced for April Fool's day, which shows the launch, by ChipsAway, of 'DentsAway' - a new Smartphone app, which could fix dents in your car with just the touch of a button!



The campaign proved a huge success and substantially outperformed initial expectations; increasing engagement with consumers via social media channels with 65,000+ views and generating some fantastic industry press coverage online via sites such as [MSN](#), [AutoExpress](#) and [Cars UK](#), not to mention helping to generate an impressive £43,000 worth of work for the network with an ROI of 2,326%!

To date, the viral video has received an incredible 13,600+ views on YouTube, with some fantastic comments relating to how funny people thought it was.

According to Lidia Benvie-Ferreiros, Group Marketing Manager at ChipsAway, customer-focused marketing is a high priority for the company, and is paying dividends for franchisees and customers alike.

"Being shortlisted for 'Best Online Marketing Campaign' is fantastic and is great recognition for the work we all put in to marketing the ChipsAway service to consumers," Lidia comments. "The aim of this particular campaign was to bring a bit of fun to the ChipsAway brand, whereas much of our ongoing marketing activity is targeted at 'educating' potential customers about the benefits of a ChipsAway repair, so we were really pleased with the amazing results it achieved and have our fingers crossed for the announcement of the winner at the franchise exhibition this Friday!"

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