

# **ChipsAway**

**Scratches and scuffs won't dent your pocket**

## **Record results for leading auto repairer ChipsAway**

The UK's leading automotive paintwork repairer ChipsAway is celebrating this month, following record levels of demand for the service - which is not only up 26% year-on-year, but also the best month ever seen before by the brand!

Group Marketing Manager, Lidia Benvie-Ferreiros, puts this fantastic achievement down to a fully integrated marketing strategy, which includes the start of a substantial national TV advertising campaign; "We kicked off the TV coverage in April, running for two weeks and will continue for the next six months, which has contributed heavily to the increase in leads. We've worked hard since the last campaign, refining the channel mix to best reach our key target audience and integrating it with our other on- and off-line campaigns to increase the impact of the activity; as such, we've achieved an amazing 21% increase in response rates from TV alone!

"We maintain a focus on continually improving our campaigns, always looking to maximise response rates from our advertising and optimise all marketing activity. For example we have just totally overhauled our online Google Pay Per Click strategy, resulting in huge increases in demand and freeing up budget to spend on other high impact promotional activity - win/win!" comments Lidia.



ChipsAway has also been working hard to optimise organic website search traffic, which is paying dividends, with a phenomenal increase compared to the same month last year, of 108%!

This volume of demand, in April alone, equates to a staggering £3.75m\*worth of work generated by ChipsAway for their nationwide network of around 300 specialists - a figure which only looks set to continue and increase again over the coming months!

Lidia concludes, "We tend to see peaks in demand during the summer months, so achieving record demand levels in April is a phenomenal result, culminating from ongoing optimisation and refinement of our consumer campaigns. April was a great month and rounds off a fantastic start to the year so far, and intend to keep this trend going throughout 2015!

ChipsAway, who have been established in the UK for 21 years, provide high quality on-the-spot repairs to minor damage such as paintwork scratches, bumper scuffs and kerbed alloy wheels. Repairs are completed within a matter of hours and at a fraction of the cost of traditional body shop

repair methods. With 35 million cars on the road and over 24 million repair opportunities each year, demand for ChipsAway repairs is higher than ever before.

**-Ends-**

\* Based on average repair value of £168

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