



## **Lucky number seven!**

It's been quite a year so far for Franchise Brands, with their two leading businesses - ChipsAway and Ovensclean, reporting record results in terms of both recruitment and consumer-focused marketing activity!

Having reached their century milestone last September with their 100th franchisee to join the network, things are certainly continuing to cook on gas for Ovensclean - the UK's original and leading oven cleaning specialist, with a record seven new recruits signing up last month alone!

Ovensclean CEO Tim Harris comments, "Recruiting seven franchisees in just one month is a fantastic achievement, but definitely not down to luck! We work hard to ensure the Ovensclean franchise package offers the best possible start to new recruits that it can. We are constantly refining and tweaking many different aspects - from launch promotions to ongoing support systems, to make sure each of our franchisees benefit from the years worth of experience and expertise we have in launching new businesses. "

ChipsAway, the leading brand in minor automotive repairs, is also managing to break some records and just last month achieved its best month ever, with the highest level of demand for repairs generated for the network since the national advertising activity started seven years ago. A phenomenal £3.85m worth of work was delivered to the nationwide network and these great figures only look set to continue!

February saw the launch of Ovensclean's inaugural TV campaign, which coincidentally is running for seven months, making the Franchisor the only oven cleaning company currently advertising on TV, and this has also contributed towards record leads being sent out to the nationwide network - up 50% compared to 2014!

Website traffic for both brands is up substantially too compared to the same period last year - in fact Ovensclean has experienced a 56% increase in traffic, and the online conversion rate has risen by a fantastic 25% - all contributing to the rocketing levels of demand the brands are currently experiencing!

Speaking from a marketing point of view, Group Marketing Manager Lidia Benvie-Ferreiros concludes, "The extensive TV coverage, integrated with an increased focus on online marketing and SEO is really starting to pay dividends, and the halo effect this creates for local marketing activity is astonishing! We are really looking forward to growing each brand's presence further and working with our networks to produce even more impressive results going forward."

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For further information please contact Rebecca de Chair - [rebecca@franchisebrands.co.uk](mailto:rebecca@franchisebrands.co.uk) | 01562 826717 | 07989 477874.