

We'd like to...

*introduce you to the new
motors.co.uk branding*



Find peace of mind, not piece of scrap



About motors.co.uk



After just three years motors.co.uk is preparing to enter another exciting phase of marketing and website development.

With the motors.co.uk network now ranked number two in the market place, alongside Auto Trader and eBay Motors, we are launching a new innovative brand campaign in conjunction with a top London agency.

Our recent consumer research highlighted motors.co.uk as 'friendly'. While this is a positive brand attribute to be associated with, it doesn't provide us with exceptional brand stand out.

In order for motors.co.uk to stand out and occupy the position of a 'trusted advisor', we are focusing on our unique selling point - free history checks, which we can build upon to establish ourselves as the most trusted car classified site in the market place. Free history checks provide re-assurance and guidance to consumers throughout the car-buying process, setting us apart from our competitors.

Our new logo

Our new brand campaign brings a fresh motors.co.uk logo, which has been specifically designed to fit on the newspaper masthead with the strap line, 'Find 1000's of cars locally.'

Due to the success of The Big Blue Wheel that travelled round the country attending motor shows and events to raise awareness

of our brand, we are retaining an image of the wheel within the letter 'o' of the new logo, whilst also allowing our new brand icon to take prime position.

The .co.uk has become more prominent within the logo to increase its recognition as a url, and encourage more visitors to the site.



Introducing Motor Sensei

We decided to create a wise, mature character who has years of experience, a teacher and someone who would help guide car buyers.

Motor Sensei is a wise old man; a teacher from the Far East. As the new brand personality for motors.co.uk, Motor Sensei encapsulates trust, knowledge and wisdom and is able to offer buyers the reassurance they need to make their next car purchase a success.

Motor Sensei, in addition to portraying trust, will provide a personality to enable us to further benefit from social media and online channels in a much more creative and engaging way. Initially, he will use unique proverbs to promote motors.co.uk and the importance of our free history checks.



About VCCP

VCCP is the agency tasked with creating our new brand identity and personality.

The agency is most famous for their creation of the character Aleksandr Orlov and the "Compare the Market/Compare the Meerkat" campaign. This has successfully added to their wealth of brand creation experience, in particular, creating "stand out" within a cluttered market place. Compare the Market sat alongside a host of other price comparison sites all offering similar services, and their most recent ad campaign ensured that they became one of the most recalled brands among their competitors.

VCCP created the character Motor Sensei and in doing so they have introduced a personality which people recognise and which we will be able to develop through online and offline marketing as the campaign evolves, enabling us to keep our creative and messages fresh. Motor Sensei is considered to be 'acting out of category' and as such will make our campaign compelling and engaging so that we form a deeper connection with our consumers.

Research findings

In order to ensure that we created a strong brand that would appeal to people, we undertook some preliminary research.

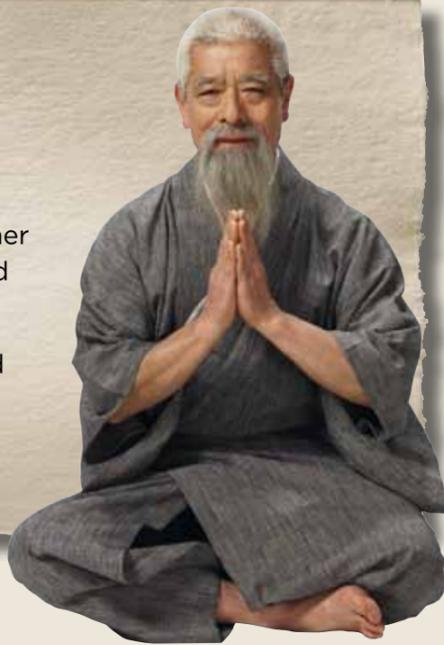
The findings were very positive, with all respondents understanding the role of Motor Sensei as somebody who would dispense advice. People also felt that the character was a great way to signal trust and knowledge and that he would be an effective way to aid recognition and association with the brand.

All respondents indicated that the key messages were easy to understand and conveyed a very compelling benefit - our history checks. People also liked the adverts as they felt that they were different and refreshing in comparison to other campaigns within the market place.

Our new brand, the key message

To help elevate motors.co.uk above the 'clutter' of other brands and websites within the market place, we need to own **trust** as a key brand attribute.

With 56 per cent of car buyers afraid of being "ripped off" or "buying a dud" we want to help and guide buyers through the car buying process, and offer peace of mind when buying a car.



Online marketing



Promoting the new brand

Masthead - our rebrand incorporates a new logo. This has been specially designed to fit the masthead space of your supplements and will be consistent across print and online.

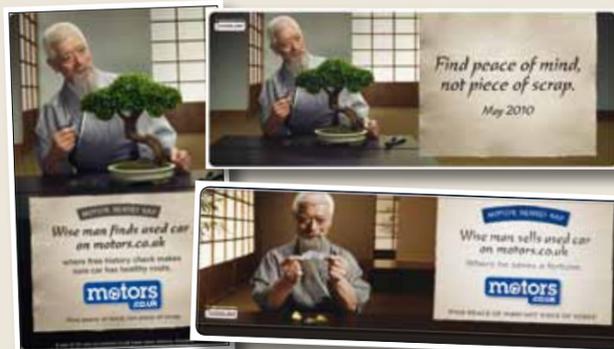
New suite of ads - there will be a suite of eight buying and three selling adverts using the theme of trust and free history checks which will be distributed over the coming months, which will launch in paper on Thursday 6th May. The key messages featured in the press ads ensure we reinforce the free history check message through a variety of different images to sustain interest and variety in the campaign. The ads will run in regional titles across all our newspaper partners, as well as national titles including Daily Mail, Mail on Sunday and Metro.

Editorial features - will continue to be issued weekly, with special features released to introduce and explain the new branding to your readers. If you require any bespoke editorial please contact one of our editors Ray Castle, ray.castle@motors.co.uk or Leana Kell, leana.kell@motors.co.uk who will be pleased to help you.

Events - we will continue to plan and run events to promote motors.co.uk and our new brand identity locally. The events will be updated to include our new branding and link closely to our theme of trust and free history checks, continuing to reinforce our key message, as well as promote our partnerships with local newspapers.

Press releases - our key messages of free history checks and trust will be communicated in press releases which will further reinforce our offerings and raise awareness of motors.co.uk both in paper and online, to trade and consumer titles.

Merchandise - a new supply of branded merchandise will be available to leave with dealers, raising the awareness of our brand. Expect to receive pens, bonsai shaped air fresheners and fortune cookies, which can be given out to dealers and consumers at local events, so that motors.co.uk branding is taken into cars, homes and dealerships!



To coincide with the new brand launch, our website will also go live on 4th May, and will include the new faster search and Motor Sensei branding.

From an online marketing perspective, search engine optimisation (SEO) will continue to play a crucial part in the motors.co.uk marketing mix in driving awareness and response to both consumer and trade.

Having built a solid and authoritative foundation with Google, Bing and

other search engines, motors.co.uk now generates significant volumes of natural search traffic. Pay-per-click advertising (PPC) is equally important in providing us with a tactical tool to drive response on a geographical level. We are in the process of streamlining and improving response delivery through daily communication with our dealer response manager.



Got any questions?

How and when will the campaign be launched?

A teaser advertising campaign will run from 19th April in paper, with display ads and the masthead running the week commencing 4th May. The new version of the motors.co.uk website will also go live from 4th May, and will include the new faster search and Motor Sensei branding.

How does the joint branding work? Do the ads include promotion of the partnership?

Our partnership with you is important. We will provide ads which will be localised to your region, showing our two brands working together. With any local events we plan, there will be opportunities for you to arrange for your branding to sit alongside ours. If you know of any opportunities, call us and we will endeavour to fit them into the events calendar. All press release templates and editorial features that we send through can be edited to include a local angle to promote our relationship. To be added to our press release and editorial distribution list email: marketing@motors.co.uk with your request.

What should I do with old branding?

In order to launch the new branding successfully we need to cease running the blue and yellow Big Blue Wheel creative. Please delete any old creative from your system to ensure it is not used. It's really important this campaign is consistent and that only Motor Sensei branding is run from the 19th April.

How often will the branding be refreshed?

We have eight executions focusing on our key message 'free history checks', which will be sent to you or available on i-connect over the course of a few months in order to keep the messages clear but allow the ads to remain fresh. It is important we don't change the adverts too often as we need to ensure that consumers notice them and aid brand recall. In order to become known for free history checks and to establish ourselves as a trusted advisor we need to continually reinforce our key message.

What if I need a bespoke ad?

If you require a press ad to promote something locally or you have an event running, you can contact us to create a bespoke advert. In order to create the right ad we will need as much detail as possible regarding the main purpose/message. In addition, we ask that you give us at least two weeks notice before you require the finished advert.

How can we promote motors.co.uk locally?

There are a number of ways for you to promote the brand. For example, you can run wraps on your papers and we will provide the artwork and the relevant editorial template. We would recommend you up-weight the adverts, or run extra editorial features. We can also supply reverse publishing ads for you to populate. Testimonials from local dealers provide a good tool for encouraging others to sign up with you and local events are also a great way of engaging with your local audience.

We hope this has answered some of your questions around our rebrand. Remember, we are here to answer any further questions which you may have, so if there is something you wish to know, why not email us at: marketing@motors.co.uk or contact us on the numbers at the back of this booklet.

Why do we need a new masthead?

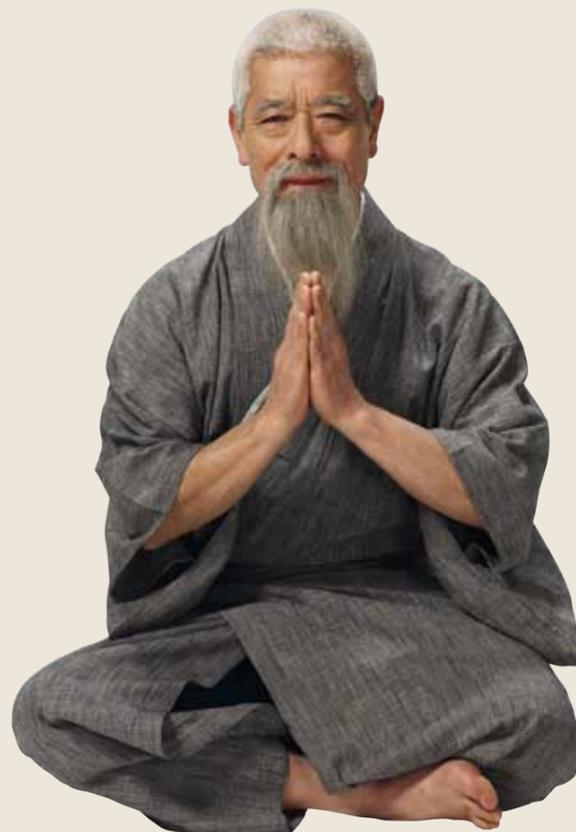
The new branding also includes a new logo. With increased coverage as a result of our partners, we need to build on the national brand and utilise our exposure. Running the new motors.co.uk masthead will help do this on a local level and remains in-keeping with our new brand campaign.

How will Motor Sensei be promoted nationally?

Motor Sensei will be promoted through a number of channels including national adverts in the Daily Mail, Mail on Sunday & Metro, online through banners and SEM, within our newly refreshed site, in national press releases and at national events. He will also be present online through a variety of networking sites.

facebook

twitter



motors
.co.uk

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Key contacts:

Katie Wardle: Marketing Manager

Tel: 0845 265 6027
katie.wardle@motors.co.uk

Rebecca Good: Marketing Executive

Tel: 0845 265 6040
rebecca.good@motors.co.uk

Leana Kell: Editor

Tel: 0845 265 6044
leana.kell@motors.co.uk

Ray Castle: Editor

Tel: 0845 265 6037
ray.castle@motors.co.uk

Mike Swan: Event Co-ordinator

Tel: 07976 831941
mike.wirelesspromotions@blueyonder.co.uk