

Case Study



Bristol & West Vehicle Hire wanted a campaign that would draw attention to their key services and increase brand familiarity within their region of operation, in the most visible and cost effective way.



The Mission

Bristol & West Vehicle Hire are regional vehicle hire specialists, part of Northgate plc, a leading UK provider of vehicle solutions to business owners. The company's network comprises 88 locations and 64,000 vehicles.

Bristol & West's key offerings include fleet hire and sale and rent-back whilst their NORFLEX® contract-free rental option provides an affordable alternative to contract hire or outright purchase. In the case of companies with large daily rental requirements, the company is able to draw on the resources of the Northgate Group, which has a network of hire sites in the UK, Ireland and Spain.

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The Solution

Motamedia worked first with researchers to analyse prospective routes, including motorway, main road and town centre coverage, producing a count of OTS (opportunities to see) as well as data on audience demographics in order to produce the most effective route profiles for the campaign vehicles.

The combination of vehicles; one rigid vehicle - commonly used for city centre deliveries, two 30 foot vehicles and two 40 foot vehicles, provided the required mixture of motorway, main road and city centre coverage for **Bristol & West's** campaign. The routes, which cover the Bristol area, Bath, Exeter and South Wales, were also selected for their contact with target customers.

The striking images and graphics carry the line "**Bristol and West Hire, Your Local Vehicle Experts**" and convey a strong message about the company's core offering, their region of operation, and their brand.



Benefits

Operating through its specialist vehicle branding production arm, Mediafleet, Motamedia has managed to combine striking graphics with effective use of the vehicle's three sides.

The overall impact of the campaign is significantly strengthened by the proximity of the moving advertising message to fleet owners and operators, offering them a range of immediate and affordable transport solutions.

"We are proud to be involved with the provision of such an interesting regional campaign for Bristol & West/Northgate" comments Motamedia Managing Director, Colin Smith. **"Eye-catching advertising 'on the move' is ideal for companies involved in the fleet and transport sector, and in this case the attractive graphics and strong branding really maximise this potential."**

Felix Beltran, Sales Director of Bristol and West Vehicle Hire, comments, *"The **Bristol & West, Your Local Vehicle Experts**" campaign will significantly improve brand recognition and visibility in our target market sector. The graphics, designed by Motamedia themselves, are visually striking, and the company's careful route planning has enabled us to fully maximise our advertising spend"*



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