

# Wetpaint, the Agency behind the Engine that Could

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Calibra Motor Corporation (CMC), a 100% BEE owned and run South African company, has been operating from 2008. During this time, in spite of the fact that they had not yet embarked on a marketing plan, CMC have established 40 dealerships nationwide, securing many taxi sales and government contracts. It is a little known fact that many of the police cars that we see on SA roads are in fact imported by CMC, and now they are adding ambulances and panel vans to the mix. With government contracts and the taxi industry under their belt, CMC felt that they should focus on securing a share of the consumer market. CMC needed an agency like Wetpaint to back the engine that could.



Wetpaint CMC Campaign

With PR being the first strategic phase of our campaign we proceeded to host a series of media launch events. The first of these was held at Gerotek in June 2011 where a range of vehicles were test driven on various types of terrain most notably and off-road course and a skid pan. These test drives were done using a selection of police vehicles, Plutus bakkies and Ambulances. The second launch event, hosted in July 2011, focused on CMC's new fleet of passenger vehicles, the Plutus single and doubles cabs, the Lifan Hatch and Sedan, the Amandla and finally the new 16 seater Ses'Buyile). Hosted at the Wanderers club in Illovo, an array of media representatives were invited to report on their impressions of this new fleet. We had an excellent media turn out at the Wanderers event, and this generated a great deal of coverage in the press from Car Magazine, Automotive Business Review, and a variety of others proving that there is indeed a great deal of interest in CMC as a brand.

Now that the media know who we are, in September of this year, we will be launching a massive consumer campaign making use of nationwide shopping centre exhibitions, radio competitions, online banner ads, full page adverts in automotive industry publications and even a branded fleet of vehicles touring the countryside. We will also be hosting taxi rank activations to push the range of Amandla and Ses'Buyile taxis even further. So look out for our next instalment as Wetpaint drives forward the engine that can and will.

## Editorial contact

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