BestDrive campaign takes a good-natured stab at cunning tyre dealerships

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When it comes to motorcar maintenance and repairs, consumers are understandably wary of being misled by unscrupulous tyre dealerships and mechanics. In a tongue-in-cheek television commercial developed with advertising agency M&C Saatchi Abel CT, tyre fitment specialists BestDrive make light of this skepticism and present South African drivers with a new solution.



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The TVC, produced by Egg Films, portrays a straight-laced businessman trying to get a simple job done on his car at Pretty Penny's Pit Stop. The receptionist (who may or may not be Pretty Penny), not only gives him terrible, unsolicited advice on his car, but also weighs in on his "eighties"-looking tie…

"Being new to the market, the main task for the BestDrive brand is to build brand awareness," says Cathy Hutchinson, Marketing Manager, BestDrive. "Even though tyre fitment is characterised by well established brands, opportunity presents itself to tap into the customer's need for advice from a trustworthy tyre sales consultant and then to have their new tyres fitted in an environment that instills confidence. By contrasting the dreadful experience received at Pretty Penny's Pit Stop with the great service at BestDrive, we hope to get people's attention so that when they are in the market for tyres they consider BestDrive…"

The memorable TVC flighted for the six weeks leading up to Christmas last year. It was supported by a radio ad and various point of sale materials. While research is still being conducted, anecdotal feedback from the TVC and social media commentary has been overwhelmingly positive - especially amongst local car dealers themselves.

"This campaign took its cue from the consumer insight that within this industry, advice is usually given in order to up-sell the customer to other products," explains Gordon Ray, founding partner and executive creative director at M&C Saatchi Abel CT. "The Pretty Penny character served beautifully as a hyperbole of both bad service and lousy advice. Her role is to counterpoint 'typical' tyre dealerships and the kind of bad service most people can relate to with the friendly and professional service offered by BestDrive."

Watch the TVC here: http://www.mcsaatchiabel.co.za/work/TheBestDrive

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