

New campaign gives consumers confidence to 'just drive'

FOR IMMEDIATE RELEASE

January 18 2007

Whether it's the stop-start of peak hour, the freedom of the open road or the unpredictability of a four-wheel-driving expedition, control and safety shouldn't be compromised.

That's the focus of a dynamic new consumer advertising campaign developed by Monroe and aimed at reinforcing the importance of shock absorbers when it comes to control and safety.

Themed 'just drive', the campaign works in conjunction with Monroe's 'technology driven safety' message to highlight why Monroe Shock Absorbers are the brand of choice when it comes to ensuring safety and ride control.

"Monroe shock absorbers have long been known within the trade for technical excellence, build quality, reliability and ease of fitting, and the new campaign will inspire the same enthusiasm and confidence among customers," said Brydon Tweddell, National Brand Manager for Tenneco – the makers of Monroe shock absorbers.

"In the new campaign, which includes four ads depicting different driving conditions, consumers are encouraged to 'just drive' knowing their safety is in the hands of Monroe—the makers of Australia's preferred shock absorbers.

Due for launch late January, the press campaign will feature in high-profile mainstream car and motoring magazines including 'Motor' and 'Wheels' with full-page, full-colour ads that are bold, exciting and spirited.

The press campaign will be supported by dynamic radio advertising at peak driving times.

"Everything we do from a marketing perspective is aimed at increasing the understanding of the vital role shock absorbers play in vehicle safety," Brydon said.

"Shock absorbers are just as important as tyres and brakes when it comes to vehicle safety and research has shown that even drivers with cars fitted with the latest technology need to be aware of the dangers posed by worn shocks.

"The new campaign urges drivers to 'just drive' and put their control and safety in trusted and tested hands."

MEDIA INFORMATION

