

# MONROE SHOCK ABSORBERS

## SHOCK ABSORBERS MONROE

### **Project**

Brand Communication.

### **The Business Problem**

Monroe shock absorbers was losing market share to numerous competitors, in particular cheaper imported brands.

The brand had focused most of its activity on the trade in recent years and the minimal amount of consumer activity utilised negative and shock messages which did not gain traction with the target market.

The brand was well recognised and respected but seen as tired, boring and lacking innovation.

A new brand strategy and subsequent marketing communications campaign was required to reinvigorate the brand.

### **The Strategy**

Target car enthusiasts with new marketing communication as they are key influencers in the category who understand the importance of shock absorbers, unlike the general public, and can provide advice to friends and colleagues about the brands they should fit to their vehicles.

### **The Insight**

Shock tactics do not resonate with car enthusiasts. Their passion is to drive, the Monroe brand would add to their driving experience/enjoyment, not nullify it.

### **The Brief**

Develop a marketing communications campaign that repositions the Monroe brand as a dynamic, confident, spirited and innovative brand leader with shock absorber products that provide better control and overall vehicle performance.

### **The Creative Solution**

The line 'Just Drive' was developed as the campaign platform.

Just Drive embodied the spirit, passion and positivity of the new Monroe brand attributes as well as aligning itself with the values of car enthusiasts.

Having Monroe's comfort and control underneath them allowed car enthusiasts to do what they loved to do – Just Drive.

4 Just Drive scenarios were created to suit different car enthusiast target segments:

- Sunday drivers
- Weekend getaway adventurers
- General day to day commuters
- Soft adventure 4WD owners

The key benefit in all situations was the confidence in having Monroe safety and control under the vehicle.

### **Campaign elements included:**

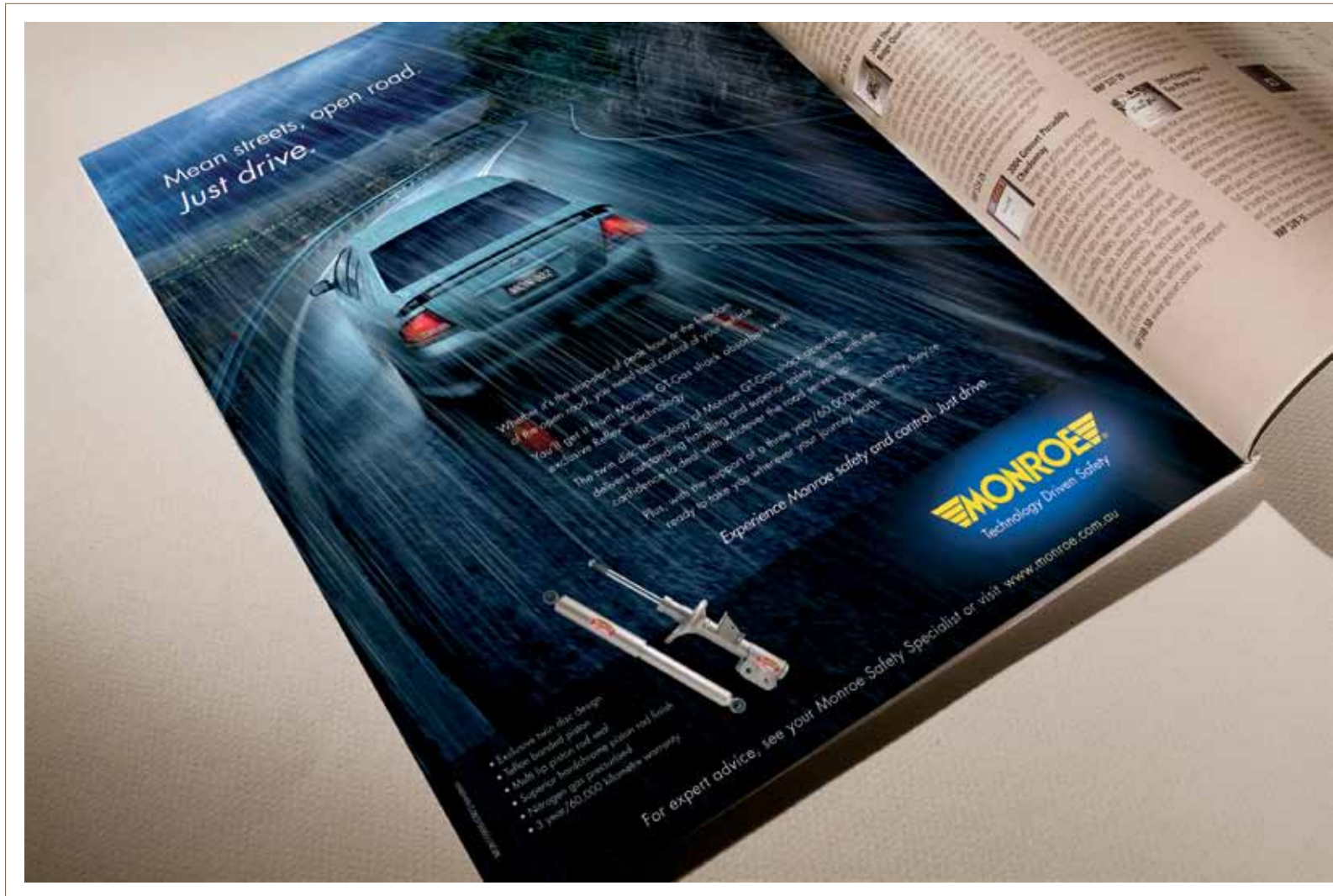
- Full page magazine ads in numerous consumer car enthusiast magazines and trade publications
- A2 posters
- Radio
- Collateral material
- Trade newsletters



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Magazine advertisement

### The Results

The dynamic campaign formed part of Monroe's brand reinvigoration and assisted in Monroe's new core attributes being effectively communicated to trade and consumer markets. The campaign assisted in securing new trade customers through Monroe's Safety Specialist Program with an increase in sign ups of 150% over the previous year.

In 2008/2009 Monroe received a Gold award from the Australian Automotive Aftermarket Association for Excellence in Marketing with the Just Drive activity being a major component of the communications material section of the submission.



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