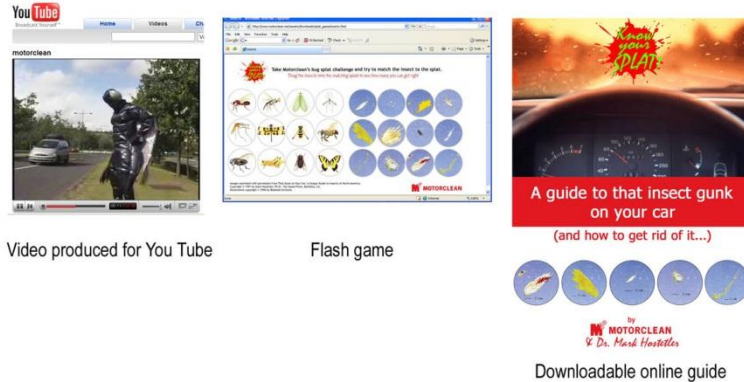


Case study: Motorclean



Video produced for YouTube

Flash game

Downloadable online guide



Press coverage nationally

Radio coverage nationally

Online coverage



The business PR agency

The UK's largest dedicated car valeting company (£50m+ turnover)

Client brief: Build awareness of the revamped Motorclean brand with the public to encourage visits to its concessions at key locations

Wide strategy: Devise novel ways to engage Motorclean's audience at local and national levels. Capitalise on the power of the internet to disseminate information about the brand

Campaign snapshot:

- 'Splatology' campaign: Wide established a partnership with Professor Mark Hostetler, author of 'That Gunk on Your Car'
- Wide produced an entertaining three minute video, online game and guide to educate the public about 'splats' left on their cars by insects
- Wide generated radio and print press coverage nationally, with online coverage taking particular credit for driving visits to the Motorclean site, also revamped by Wide