



Welcome to a brief overview of our
**2013 Deal-cember
Promotion.**



Campaign Message:

The main message of the campaign serves to communicate the Deal-cember promotion: “Buy any four 15-inch or larger Bridgestone or Firestone passenger or 4x4 tyres and get a FREE portable DVD player! Offer valid from 18 November to 20 December or while stocks last.”

However, TV, radio and press ads will all still communicate that Supa Quick is the overall fitment expert: “Look out for our other great deals on shocks, batteries and brakes this Deal-cember!”



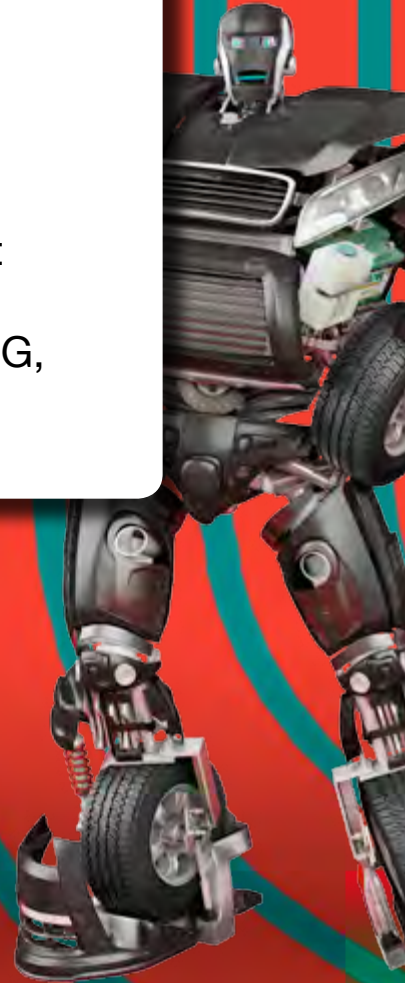
Television:

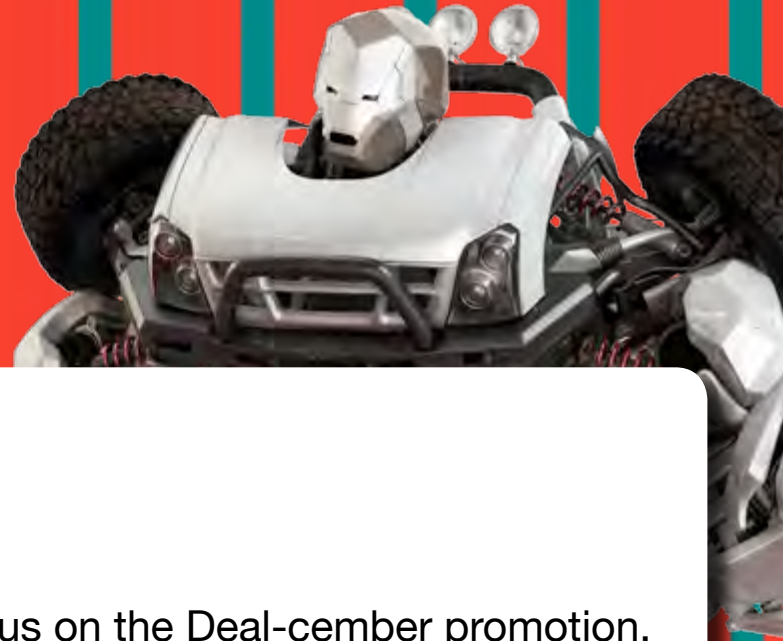
This December we are using an adaptation of the Tyre Robot TVC. Our TV ad focuses on clearly communicating the Deal-cember promotion – while still mentioning other great deals on batteries, shocks and brakes.

The Supa Quick Deal-cember campaign ad will appear on SABC 2, SABC 3, M-Net, and a variety of DStv channels. In addition to this the ad will be flighted as part of the ‘Springbok Outgoing Rugby Tour’ package, which overlaps with this promotional period.

Radio:

The radio ad will serve to specifically communicate the Deal-cember promotion, while still encouraging consumers to look out for Supa Quick's other fitment offerings. An English and Afrikaans version will be recorded and flighted on East Coast Radio, KFM, RSG, Jacaranda, OFM and Talk Radio 702.





Press:

Our press ads have been designed to focus on the Deal-cember promotion, while still communicating Supa Quick's other fitment offerings.

The ad will be inserted into regional press titles including Tygerburger, Daily Dispatch, Sowetan/The Times (Motoring Mania), The Citizen (Motoring), Die Beeld, The Mercury/Daily News (Independent Motoring), Die Burger, The Natal Witness and Die Volksblad, as well as Die Republikein (Namibia) and The Times of Swaziland (Swaziland).



DEAL CEMBER AT supa quick

BUY ANY
four 15-inch or larger
BRIDGESTONE
or **FIRESTONE**
passenger or 4x4 tyres
AND get a **FREE**
portable DVD player!



Offer valid 18 November - 20 December or while stocks last.

Firestone

BRIDGESTONE

VISIT YOUR LOCAL
SUPA QUICK
FOR MORE
FANTASTIC DEALS ON



**SCOPING
FREE
TIRE DAMAGE
GUARANTEE**

supa quick

TYRE EXPERTS | CLOSER TO YOU

www.supaquick.co.za / 086 001 69 11

DEAL CEMBER BY supa quick

KOOPENIGE
vier 15-duim of groter
BRIDGESTONE
or **FIRESTONE**
passasiers- of 4x4-bande
EN kry 'n **GRATIS**
draagbare DVD-spelet!



Aanbod geldig van 18 November - 20 Desember, terwyl voorraad hou.

Firestone

BRIDGESTONE

BESOEK JOU PLAASLIKE
SUPA QUICK
VIR ANDER FANTASTIESE
AANBIEDINGE OP



**SCOPING
FREE
TIRE DAMAGE
GUARANTEE**

supa quick

TYRE EXPERTS | CLOSER TO YOU

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Point of Sale

A point-of-sale poster has been designed to further support the Deal-cember message in-store. Each Supa Quick will be provided with one English poster and one Afrikaans poster.

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BRIDGESTONE

Firestone

ASK
IN-STORE
FOR MORE
FANTASTIC
DEALS ON



supa quick

TYRE EXPERTS | CLOSER TO YOU

www.supaquick.co.za / 086 001 69 11

Terms and conditions apply. E&OE.

DEAL CEMBER BY supa quick

KOOP ENIGE
vier 15-duim of groter
BRIDGESTONE
or **FIRESTONE**
passasiers- of 4x4 bande
EN kry 'n **GRATIS**
draagbare DVD-speler!



Aanbod geldig van 18 November tot 20 Desember, terwyl voorraad hou.

BRIDGESTONE

Firestone

VRA ONS VIR NOG
FANTASTIESE
WINSKOPIES OP



supa quick

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Bepallings en voorwaardes geld. FWJ.



Digital

A comprehensive digital presence is planned for this campaign including page takeovers of both the News24 and MSN pages as well as banner advertising on a wide array of websites and mobile pages – all targeting our Supa Quick key target markets.



And that's that!

Thank you.