

KwikFit >

2024 BRAND CAMPAIGN



Our brief is simple. Give drivers even more reasons to believe Kwik-Fit is the best place to go when your car needs some TLC. Why? Kwik-Fit technicians are better qualified than Rolls Royce for starters...yeah, true story...and we do over 1 million MOTs a year - worth bragging about we feel. And most importantly, it's the Kwik-Fit technicians who make the difference (everyone says this, but it's actual true here). And that's why behind every happy car owner there's a Kwik-Fit employee, that's why Kwik Fit customers

Drive Away Happy, every time.

IDEA

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Meet Brian,

Brian is a local legend.

Everyone knows him and loves him. He's a little cheeky, and isn't afraid of banter.

He's also one of Kwik-Fit's best technicians, and he's going to explain why every Kwik-Fit customer drives away happy.

He could walk around, but Brian's more of a rolling kinda guy.



**...so he takes us
on a tour, telling us why
Kwik-Fit is the best,
whilst laying down on
his mechanics trolley.**



An overhead view of a man in blue overalls lying on a car lift in a cluttered garage. The garage floor is covered with various tools, tires, and car parts. The text "Brand 60" is overlaid on the image.

Brand 60"

Why you'll drive away happy every time - 60"

On a tight shot of our technician's face, brimming with conviction. He declares with exaggerated seriousness

Technician: "At Kwik Fit, our customers drive away happy, every time. Do we tickle them?" The camera pulls out and rotates to reveal the technician lying on a creeper trolley, **"No."** He rolls past knocking the giant feather dusters from the other technicians hands who was about to tickle him...**"We just do our job."**

We're now POV from our character looking at the centre from his position, a tyre rolls into frame, and stays there. Inside is another Kwik Fit technician slowly going round and round as we hear our character say **"We know tyres inside out, isn't that right Sally?"** Sally replies whilst spinning inside the tyre **"We have the best range of tyres, and only sell premium"** The tyre rolls out of frame, as our character continues to glide into the next scene.

We're now on a super tight crop of our technician's face, eyes wide with intensity, as a green laser line intersects across his hair. He declares with confidence... **Technician: "Our laser wheel alignment is the straightest on the market!"**

In an instant, he glides past a sharp blade that slices his fringe into a perfect arrows that pays homage to the KF logo. He zips through an all inclusive cast of technicians of who all sport the same arrow haircuts.

Why you'll drive away happy every time - 60" cont...

We're now birds eye view, looking down on our character as he's moving back and forth, inch by inch saying, **"BEEP We're the only BEEP garage network BEEEP BEEEEEEEEEP to offer BEEEEEEEEEP national car sensor BEEEEP calibration BEEEEEEP expertise BEEEEEEEEEP"** we go wide to reveal he's trying to get out of a packed garage forecourt without hitting any cars.

Our man then rolls over the desk of an OFSTED inspector within the garage and says, **'Our apprenticeship scheme is rated EXCELLENT by these guys.'** The OFSTED inspector rubber stamps 'EXCELLENT' on his forehead as he rolls past.

We're now outside, and we see our character rolling along a road. A kid on a BMX rides the other way as our camera turns to reveal he's somehow rolling uphill, without any effort. **'Our Mobile Tyre Fitting service means we'll come from our house to yours.'**

Finally, back at the garage forecourt the camera is POV of our technician looking straight up as we see a series of happy customers, young and old, each with a huge smile on their face, looking down at him and says, **'and that's why our customers drive away happy every time'**. He stops at a goth in the row who's not smiling and says, **'I'm happy on the inside.'** We continue to see more happy faces.

The mechanic rolls past the outside of a Kwik Fit garage as the endline comes up:

Titles: **Kwik Fit. Drive away happy every time.**

Film script: BRIDGESTONE - 30"

We open on a wide shot of a Kwik Fit centre, as we see our technician glide into shot as the the camera begins to follow him as he says...

We know tyres inside out, that's why we only stock quality ones like Bridgestone. Isn't that righ,t Suzie?

A tyre rolls into frame, next to our guy. Inside is Suzie, another Kwik Fit technician, slowly going round and round as she explains everything there is to know about tyres...

These Bridgestones are well-balanced and have an incredible response. Enhanced with smart street-style performance, making longer rides feel the utmost in comfor....

The tyre picks up pace as it leaves behind our guy on the trolley as we hear Suzie will talking tyres as she goes into the distance....

We're now back with our mechanic **like I said, inside...out. And that's why you will...**

He now rolls past the outside of a Kwik Fit garage as the endline comes up:

Titles: **Drive away happy every time.
Kwik Fit.**

Proof points we can make funny...

- TYRES - We have the best range of tyres, with a tyre to suit every car and every need and only ever sell premium quality.
- EXPERTISE - All our staff are rigorously trained, and our apprenticeship training scheme is rated OUTSTANDING by OFSTED.
- INNOVATION - We have cutting edge ADAS (Inbuilt safety tech) recalibration technology in over 300 centres across the UK
 - CUSTOMER REVIEWS - We pride ourselves on ensuring our customers drive away happy every time, and we have thousands of excellent customer reviews on Google and Trustpilot.
 - MOTs - We're the UK's largest MOT tester, we do 1,000,000 every year.
- MOTABILITY - We are the exclusive partner of Motability Scheme helping keep disabled motorists safe on the road.
- QUALITY & TESTING - All of the tyres we sell are rigorously tested both by the manufacturer and also by Kwik Fit.
 - MOBILE TYRE FITTING SERVICE - Our convenient MTF service means we can come to your home or office

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Thank you for your time and hopefully we can roll together.

