

PRESS RELEASE

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Goodyear-Dunlop winter tyres action closes succesful

This winter Goodyear-Dunlop Tires Netherlands rewarded buyers of winter tyres with free fuel. This promotional action was used to introduce an online quotation system developed by Quince.

The winter tyres promotional action was very succesful. In total 150.000 people visited the website. 6000 visitors asked for a quotation, which comes down to a conversion rate of 4 percent. By comparison, last winter the promotional action for winter tyres drew 40000 online visitors. At the time online conversion could not be measured because of the lack of an online quotation system.

Meanwhile preparations for a Goodyear-Dunlop summer tires action are in full swing. This promotional action will last from April 1 until June 30, 2010. Expectations are that this promotion will draw fewer visitors than the promotional action for winter tyres, especially because the public traditionally only buys seasonal tyres in preparation of winter. Still, Goodyear-Dunlop will make it worthwhile to get summer tires: buyers will be treated to a fuel card which is good for free fuel worth 20 euro!

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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