

## Local Distributor Marketing Case Study - Kapodistrias, Cyprus



The 12 months since Kapodistrias was appointed as exclusive distributor for PCR and TBR Sailun tyres in Cyprus, have seen a wide range of exciting marketing activities. At both strategic and tactical level these have been highly effective at introducing the brand into the country, then building on this to raise awareness and increase sales.

Marios Kapodistrias, Joint Managing Director commented: “We are delighted with results so far and our marketing strategy has been essential in helping us to penetrate the market so successfully – we are committed to the brand and will continue to work closely with Sailun Europe to take it further.

What’s more we fully endorse “With You Through Every Turn“ and appreciate the new tone emphasising safety and security as complemented by the accreditation in North America: “Parent Tested, Parent Approved“ – this really appeals to our family values. We have a long way to go, but initial sales have been fantastic! We are really looking forward to developing our partnership with Sailun in the long term.“

Here’s just a small taster of what’s been happening...



Sponsorship of the 2013 Limassol Drift competition, plus Sailun’s commercial aired 8 times during the live coverage.

Major presence for Sailun Tyres at the inaugural Kapodistrias in-house exhibition – The Autofix Show 2013.





Brand impact at the 2012 Boyz Stuff Show



Sponsoring local sports events



Posters and TV commercial featuring Sara Santos, well known Portuguese model and former Miss Playboy



Ms. Santos during filming



Creating the right impression with vehicle livery and garage re-branding

Beyond this, Sailun has gained even further awareness from radio commercials, trade press advertising, website banners and billboard advertising.

Martin West – Managing Director, Sailun EMEA, reaffirmed Sailun's support for local distributors: "The development and implementation of regional marketing plans is something we actively encourage and the Kapodistrias model demonstrates just how impressive the results can be – we will continue this support across all our markets"