

INTRODUCING TOMMY...

Our new TyreSurance superstar, coming soon to a screen near you!



We know you've seen him around on TyreSurance POS, training manuals and online, but now it's time for our new TyreSurance personality to make his first TV and YouTube appearance!

Tommy the tyre will be making his onscreen debut on 23 March, during a time when many more people will be spending time indoors and in front of their screens.



As you get to know Tommy, you will see that he offers our customers the same friendly, approachable personality that they have come to love from Hi-Q.

Tommy will be appearing in a 30" TV commercial (Eng and Afr) as well as a 30" YouTube ad and 2 x 6" Bumper ads. But that's not all, he'll also be featured in L-shaped squeeze back ads on various channels.

FREE
TyreSurance
ON ALL BRANDS WE SELL

Hi-Q
THE 1 YOU CAN TRUST

Currently he is booked to appear onscreen from 23 March until end April 2020, with 352 slots on the following channels:

DISCOVERY	KYKNET	SUPERSPORT 1
EMOVIES EXTRA	MNET	SUPERSPORT 3
ENCA	MOJA LOVE	UNIVERSAL CHANNEL
HOME & GARDEN TV	MZANSI MAGIC	

Future appearances are being confirmed and will be communicated to you.

TOGETHER WITH TOMMY'S ONSCREEN DEBUT, THE FOLLOWING ELEMENTS ARE ALREADY IN PLAY:



WEBSITE

Update to the home page banner
News story
TyreSurance and #TopUp pages



SOCIAL MEDIA

Eye-catching Facebook cover visual
5 TyreSurance and #TopUp Facebook posts per month
Facebook stories



STATIONERY UPDATE

All Hi-Q stationery has been updated with the TyreSurance logo



CORPORATE CLOTHING

TyreSurance logo now also included on Hi-Q corporate clothing

You can follow Tommy's fame on our Hi-Q Facebook page, Hi-Q website and Hi-Q YouTube channel once the campaign has gone live.

Please click on the following link to view the latest TyreSurance TV ad and YouTube bumpers:
<https://www.youtube.com/user/HIQSOUTHAFRICA>

We are excited for the possibilities that lie ahead.

The Hi-Q Team