



CRA BULLETIN

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Signed: _____ Dated: _____

MARKETING THE CRA BRAND

This is a much discussed subject which arises regularly. It is an important part of the strategic plan and all members should be aware of the direction that we have agreed.

It is often said that as an organisation we are unknown by the general public while other groups like the MTA have a strong brand that is well recognised. Here are some comparisons:

	CRA	MTA
No of members	600	4,000
Turnover	\$1 million	\$83 million

There is just no way we could fund the sort of advertising campaign that would make CRA as well known to the public as MTA

The collision repair industry is 80% dominated by insurance work. Different insurance companies have different policies on the directing of work to their own repair networks, but they all have an influence to some extent. Also, some manufacturers are starting to take more of an interest in where their brand is being repaired.

With this in mind it has been decided that we will concentrate on marketing the CRA brand to insurance companies and manufacturers. This will be done by regular contact at many levels. Note that AMI, IAG, Lumley and Vero are all associate non voting members. We are also developing our relationships with the big decision makers in the industry such as MITO, MIA and NZTA where we are constantly promoting the CRA brand and our values. We are attending IBANZ conference this year and have a speakers spot to promote safe repairs.

We will encourage you, the members' shops to advertise the brand. Various branded promotional items will be made available either free or discounted to help you to promote us. We would encourage you to mention to clients that you are members, why you are members and what that means for them – the customer. Tell them why you value on-going training – give them an accident form and one for any other vehicles they have.

Acting together, the CRA and its members can be very effective in getting the message across to all customers – insurance companies, vehicle manufacturers and car owners themselves.