Perrys And Motors.co.uk Fight It Out For Prestigious Marketing Award

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Perrys and Motors.co.uk are going head-to-head for the title of Best Automotive Content Marketing Strategy/Campaign at The Drum Content Awards on Wednesday 18 November.

The two businesses are used to working in partnership, with dealer group Perrys having been a part of the Motors.co.uk online classified network for over eight years.

Motors.co.uk was nominated for its interactive Theory Test campaign, which captured the interest of over 40,000 people keen to test their motoring knowledge. The campaign generated exceptional levels of interaction, both on the site and across social channels, as well as media coverage in high profile publications including The Independent, Sunday Times and Reddit.

In response to the success of its wider content marketing strategy, Perrys was shortlisted for its cross channel approach to digital content and its group-wide understanding of its importance. A key part of its work to improve consumer engagement was the creation of an innovative car buyer's guide and a series of animated videos to simplify car buying, covering topics such as finance.

Perrys and Motors.co.uk not only face each other as competition but also go up against some leading names from the automotive world with big budgets behind them, including Nissan, Vauxhall, MINI and Jeep. And, the nominee list for the rest of the awards reads like a who's who of big brands, with Coca-Cola, McDonalds, Google, Microsoft, Stella Artois, Barclays and Spotify all named.

Lee Manning, digital marketing manager at Perrys, said: “We are thrilled to be recognised by such a huge industry influencer as The Drum for our Content Strategy.

"The entire group worked hard to integrate videos, blog posts and social media into every aspect of the business. Whether it's the Facebook posts that our dealership staff uploads, the YouTube content that our video team creates or the car reviews that our editorial staff writes - our digital content truly is a group effort.

"We have put a special focus on providing our customers with entertaining and genuinely helpful content relevant to every point in the customer journey. All 1,850 Perrys employees understand its importance, so to be the only Dealer Group in the shortlist is a huge honour for Perrys."

Dermot Kelleher, director of marketing and business intelligence at Motors.co.uk, commented: “We were very pleased with the success of the Theory Test campaign and proud of the fact that our content has been recognised in The Drum shortlist. This type of earned media campaign is an important part of the modern marketing mix for brands looking to increase awareness and drive consumer engagement with their product.

“When executed and seeded properly, these types of campaigns have great value, particularly if you can unlock the network effect and get people to share with their friends. People trust each other much more than they trust brands and great campaigns turn consumers into advocates. You can reach a lot of people very quickly and cost effectively if the campaign passes the 'Would you share? Do you Care?' test.”

For more information visit www.motors.co.uk or www.perrys.co.uk

Ends.

For more information please contact Aimee Postle or Charlotte Webster at Prova PR. Email charlottew@provapr.co.uk or phone 01926 776900.

Notes to editors:

About Motors.co.uk

- Motors.co.uk is owned by Manheim and operates the UK's second largest car search response network for motor dealers

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- The Manheim UK Group is part of Cox Automotive, the world's largest provider of automotive services to fleets, motor dealers, vehicle manufacturers and traders across cars, motorcycles, plant and commercial vehicles
- The Motors.co.uk Network has over 3.6 million monthly unique visitors and advertises more than 350,000 used cars for sale *comScore MMX Multi-platform, September 2015, based on the Motors.co.uk network (a custom entity which includes Motors.co.uk, Carmony, Parkers, Carsite, Driving.co.uk, Carfused.com and many more)
- For further information, please visit media.motors.co.uk or contact pr@motors.co.uk

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