

RizkMcCay put Tsubaki in pole position as a leading tier 1 supplier in the European automotive industry

Early in 2008, RizkMcCay were appointed by Tsubaki UK to develop a 2 year strategic marketing campaign targeting key European Original Equipment Manufacturers (OEMs). Our task was to deliver a multi-million euro expansion of their automotive business.

Tsubaki UK is the European centre of the Japanese-based company, Tsubakimoto, who supply timing chain systems to the automotive industry. Globally, Tsubakimoto has a 30% share of the automotive market.

RizkMcCay's winning approach was to convert their key USPs into meaningful benefits. These benefits could then be easily and effectively communicated, and would sit at the top of the buying list of their key target audience.

Beginning with a new exhibition stand at Automekanica Frankfurt in September 2008, the campaign encompasses other material such as sales literature, web, customer PPT presentations and similar collateral. The Tsubaki UK team has seen immediate benefits through the high quality responses they are receiving from their key targets.

RizkMcCay is a dynamic and rapidly growing design agency. We work with national and international names from our Nottingham base. Our clients represent a diverse range of products, services and industries, and operate in both the private and the public sectors.



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Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

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