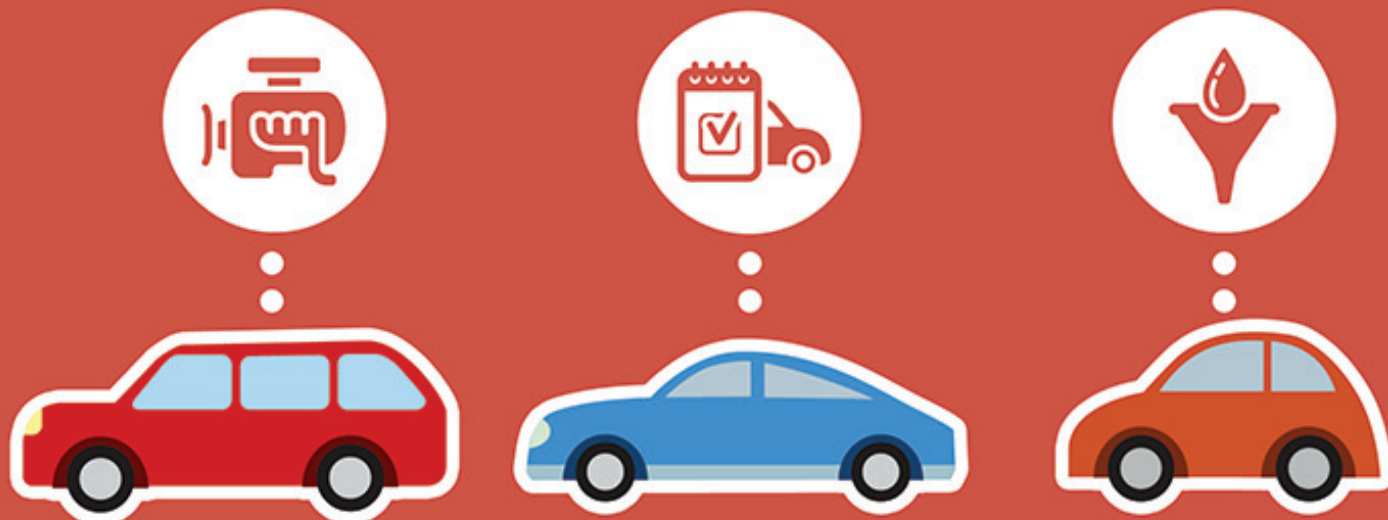


Automotive



Castrol is widely acknowledged as one of the world's leading specialist providers of lubricant solutions and most people acknowledge that Castrol is the oil expert in developing lubricants for cars, bikes and commercial vehicles, and also produce lubricants for industrial, marine, air and energy sector. Compared to its competitors, Castrol has a huge advantage as it has recommendations from world's & Europe's leading car manufacturers, including BMW, VW, Audi, Seat, Skoda, Mini Cooper, Land Rover, Ford.



Point Of Interest
Location Based Targeted Marketing Campaign
for the first time in automotive sector of Turkey.



The moment customers get into an Auto Service, they received an SMS campaign message from Castrol.



and we spread one message to increase brand awareness:



"Did you know that your car is originally born with Castrol?"



Initial results of our campaign are very positive which show that consumers' awareness & interest increased toward oil brand of choice. Castrol Turkey is now planning to adapt this campaign for other car manufacturers FwS which recommend Castrol. Thanks to Jux for turning an SMS marketing tool into a very effective platform to engage with consumers directly in the right time and the right place.

Sercan Atilgan,
Assistant PCO&MCO Category Manager at Castrol