

BULLETIN

Victorian Automobile Dealers Association



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Media Campaign - Franchise Dealer Service Centre

VACC, on behalf of VADA members, is currently running a mainstream and social media campaign which informs consumers of what they should expect when they have their vehicle serviced at a Franchise Service Centre. The campaign began today and will run until 28 July 2017.

The campaign features current VADA members and promotes the product expertise that a consumer is guaranteed when utilising the services of a Franchise Dealer Service Centre. You can view a copy of the advertisements by [taking this link](#).

The schedule for advertisements are as follows:

- Mon 5 June – Herald Sun
- Fri 9 June - CarsGuide
- Mon 12 June - Sport AFL
- Fri 16 June - CarsGuide
- Fri 23 June - CarsGuide
- Fri 30 June - CarsGuide
- Fri 7 July - CarsGuide
- Fri 14 July - CarsGuide
- Fri 21 July – CarsGuide
- Fri 28 July – CarsGuide

Members will note an increase in activity from VACC via its social media platforms including [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#). VACC encourages VADA members to use their social media platforms to give this important issue as much exposure as possible.

Regards

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