



Dunlop Works With hfa to Make an Indelible Impression at SEMA in Las Vegas

Branding that gets under your skin! That's what Dunlop Tires and its agency partner, Hitchcock Fleming & Associates Inc., achieved in Las Vegas by putting PERMANENT Dunlop-logoed tattoos on attendees at the SEMA Show. A number of fortunate people got free tattoos in order to get a set of free tires; many more were on the waiting list; thousands more watched. Dunlop generated free advertising that will last a lifetime. A link to visuals of Dunlop-tattooed people is in the press release.

LAS VEGAS ([PRWEB](#)) December 5, 2005 -- Las Vegas ... tattoos ... tires! That's the winning combination that Dunlop Tires and its agency partner, Hitchcock Fleming & Associates Inc. (hfa), used to "penetrate" the clutter at SEMA Show 2005, the world's premier automotive specialty products trade event.

Dunlop drove excitement and brand recognition with the more than 100,000 SEMA attendees in Las Vegas (Nov. 1-4), as they launched the Direzza Drag Slick and the Direzza GRP, a D.O.T. street-legal drag-racing tire. Both are for sport compact drag racing.

"Our audience demands authenticity. The Dunlop brand has the heritage and self confidence that meets that need," said Andy Traicoff, director, Dunlop brand. "SEMA was the perfect environment for introducing our new tires; however, we wanted hfa's help in positioning Dunlop as the performance authority while driving traffic and buzz."

The challenge: Encourage interest at the show with key influencers – in-the-know driving enthusiasts – who are passionate about their cars and the adrenaline rush from a great ride. Many attendees are "tuners," a heavily coveted market segment, who customize their vehicles to reflect their personalities. Dunlop provided a unique opportunity to customize their bodies as well. Credibly penetrating the tuner market helps a company attain true brand preference.

The Dunlop/hfa solution: Attendees who personally tattooed the Dunlop logo on their bodies received a set of four new Dunlop tires.

The results:

"We were booked solid the entire week. We applied 25 tattoos, and of course every tattoo includes the Dunlop logo!" said Keith Busch, hfa account supervisor. "We also had over 125 people on the waiting list for a tattoo, and droves of people stopped at the booth to watch. People on the waiting list likely weren't going to get a tattoo or the tires, but some said they would even forego free tires just to get a tattoo, because they liked the designs," Busch stated.

"The tires we gave away are a great investment for a promotion that is already creating exponential brand buzz, and will generate free branded advertising for life. We literally stopped the traffic flow down the main aisle and were getting a steady stream of interest from automotive and motorsports press, both print and electronic media covering the show," Traicoff said. He continued, "We also had an announcer calling out the features and benefits of our new products to take advantage of the crowds."



“Based on the response, we’ve definitely conveyed the message that Dunlop rocks!” Busch said. “We continue to build brand loyalty among our performance-oriented consumer base, and this event enabled Dunlop to leave a permanent mark on its customers.”

For every tattoo that was applied, Dunlop contributed \$150 to the Foundation for Community Betterment, which is a national organization dedicated to community enhancement by creating an immediate, positive impact on the lives of individuals or organizations.

Tattooing is the latest in a long list of grass roots and guerilla marketing campaigns Dunlop excels at. “We’re already known for our tread head campaigns, where we shave a tread pattern into consumers’ heads. We needed a way to take it to the next level, the same way our Direzza tires take a driver to the next level of performance.” Traicoff continued, “We drove tattooing not only for the buzz value, but because it embodies the level of commitment we have for our products. Remember these are permanent tattoos.”

To view the Dunlop branded-tattoo campaign visuals, and download high-res visuals (300 dpi), please go to <http://www.teamhfa.com/content/dunlopSema2005/>.

About Dunlop Tires

Dunlop is about driving. Driving is about Dunlop. And it’s been this way since Dunlop’s beginning. It all started in 1888, when a small boy struggled to ride a tricycle with solid rubber wheels. John Boyd Dunlop grew tired of watching his son struggle with the cumbersome tires and patented his own design – marking the birth of what we now know as today’s modern-day tire. The legend grew by leaps and bounds – and RPMs. What started as a tricycle tire grew to become a racing radial for 200 mph motorsport vehicles, way ahead of the times. The Dunlop name became as popular in racing circles as that notorious checkered flag. So here Dunlop is today, thriving on that motorsports heritage. Blending the latest technology with OE experience. Taking everything the Dunlop team learns on the race tracks and incorporating it into tires for the most discerning drivers. That’s Dunlop. And that’s driving. Visit www.dunloptire.com.

About hfa

Established in 1940, Hitchcock Fleming & Associates Inc. has served a broad range of retail, consumer, industrial and business-to-business clients on a local, regional, national and international basis. A few of its clients are The Goodyear Tire and Rubber Company, the world’s largest tire company; Carter Lumber and its more than 200 stores; Tremco, North America’s premier provider of roofing restoration and repair services and materials; and Nexa Autocolor (of North America), a world-leading automotive refinishes company serving more than 150 countries.

hfa’s capabilities include marketing; research; strategic planning; print, broadcast, outdoor and specialty advertising; media planning/buying; public relations; interactive strategy development; Internet design and implementation through its Buzzwerks division; sales promotion; direct response; broadcast and video production; and point-of-sale and collateral materials, such as brochures and catalogs. Web sites for hfa and its interactive division, Buzzwerks, are www.teamhfa.com and www.thebuzzwerks.com.

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