

AUTOBARN

As you would expect from Australia's largest franchise retailer of automotive spare parts and accessories, Autobarn has at its disposal a fully functional in house graphic design and production department. However, in cases of special focus group type products such as performance we do from time to time look out side of our organisation for innovative and creative design organisations to assist us in these special marketing areas.

Recently, Immere's experience and ability to execute market specific brand based material assisted us in launching the 'Blitz' range of products to quickly become a major player in the performance market, gaining better than expected growth within a very short period of time.

The Blitz product range is our most recent special focus group brand, positioned at the high-end performance after market. We required a distinctive design edge and most importantly a design company with people that were able to translate a highly complex brief into a working marketing program that communicated our message effectively to the target demographic.

Immere have delivered their work to the high standards that have been set and have delivered them on time. And I therefore have no hesitation in recommending Immere to other perspective clients.

Evan Jones
Product Category Manager - Performance Parts

