

## Desira Group



Desira Group Plc is recognised, acknowledged and respected as a key and influential player in the UK Motor Industry.

Desira have continued to expand with Alfa Romeo, Citroen, Fiat and Nissan franchises, plus Desira Approved Car & Commercial Centres and Abacus Rental across Norfolk, Suffolk and North London.

ETT Brand Delivery worked closely with Desira's senior management team to establish new and dynamic advertising campaigns to promote key marques and were also instrumental in establishing Desira's online presence via sister company Affinity i-marketing.



Advertising campaign work for Alfa Romeo.



A series of campaigns for a Fiat new product launch.



Sub-brands were developed for different operational areas within the wider business model.



Innovative 'display' classifieds allowed the client to steal a march from it's competitors.



The 'Lessons in Italian Style' hits the press!



ETT Brand Delivery devised specialist Direct Mail campaigns to target key demographics.

# case study Desira Group



Dynamic press advertising designs for Approved Used Car franchises.



Innovative campaign styles devised for maximum ROI.



Sister company Affinity New Media developed Desira's online web presence with a highly advanced technical site.



The 'Italian' campaign works hard to achieve sales targets set by the client.



The campaign hits the road and a wider audience!



Hard-hitting sales campaigns worked well across multiple marques



The Fiat marque forms the cornerstone of Desira's mainstream product inventory. Alfa, a prestigious marque to work for.

**ettbranddelivery**

Norwich. London. Nottingham.

Head Office: 17-23 Ber Street . Norwich . Norfolk NR1 3EU | T: 01603 663086

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