

Upgrade to Yuasa!

Yuasa **Dealer Marketing**



**Communication tool
for the dealer**

- Print
- Billboard
- Online

Use your marketing budget
for effective sales promotion



UPGRADE TO THE WORLD'S MOST RELIABLE BATTERY

www.yuasa.com

How it works

- Choose a motif
- Determine the advertising format
- Define the format**

* Depending on the chosen advertising format

Motifs

Overview of all current motifs using the example of the poster version



01 Automotive



02 Motorcycle



03 Commercial vehicles



04 Industrial



05 Marine & Leisure



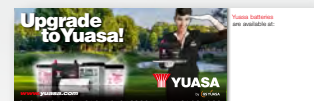
06 Garden

Advertising formats

Print

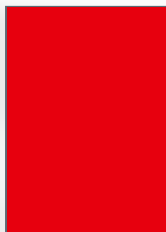
- Local advertising
- Customer magazines

Examples of advertisements



Possible advertisement formats

1/1 page



1/2 page



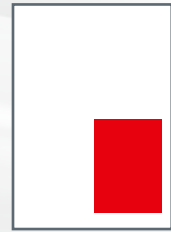
1/4 page portrait



1/4 page landscape



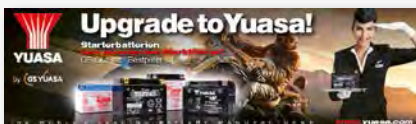
1/4 page normal



Online

- Advertising on your Facebook or Instagram account or your homepage

Examples of banners and posts



Possible banner formats

Facebook 1200 x 630 px



Instagram 1080 x 1080 px



Custom banner e.g. 1128 x 191 px



Billboard

- Advertising in the vicinity of your POS

Examples of outdoor advertising



City Light Poster



Billboard

How it works

- Go to the advertising tool of our partner CrossVertise: <https://www.crossvertise.com/plakatwerbung>
- Choose location and number of desired advertising spaces
- Define the duration of your campaign
- GS YUASA takes care of the booking for you



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