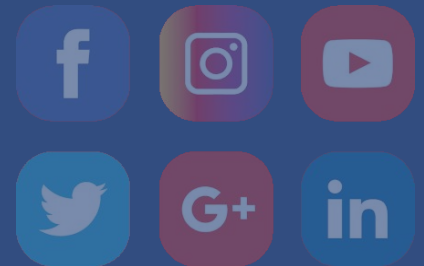


CASE STUDY

DUCKHAMS LAUNCH PRESS MEET

OVERVIEW

Duckhams is a distinguished company specializing in engine oils, lubricants, and various automotive fluids. Serving a diverse spectrum of vehicles, from passenger cars and commercial trucks to classic automobiles, Duckhams provides an extensive range of products tailored to each category. Over its extensive history, Duckhams has garnered acclaim for its unwavering commitment to quality and innovation, guaranteeing seamless operation and optimal performance for your vehicle.



APPROACH

TRC initiated a media relations campaign targeting a diverse audience. A combination of visuals and content was disseminated across an extended media landscape with thorough follow-up efforts. Both print and online media received comprehensive coverage, prominently featuring the product in various articles. To enhance this outreach, TRC effectively secured support from additional media outlets.



CONCLUSION

In the orchestration of impactful campaigns, TRC navigates diverse channels, ensuring the client's message resonates with precision in both English and Arabic. The brand's message is harmonized with the pulse of the UAE and GCC markets, leaving an indelible impression that echoes across diverse audiences. Entrust TRC with the orchestration of your communication strategy, guaranteeing the brand runs smoothly, efficiently, and exerts a powerful impact on the road to automotive dominance. The tailored approach ensures that not only does the brand capture attention, but it also achieves its business objectives, propelling it into the vibrant landscapes of the UAE and GCC markets through strategic distribution channels. As the conductor of success, TRC remains dedicated to creating lasting impressions that reverberate across diverse audiences.

RESULT

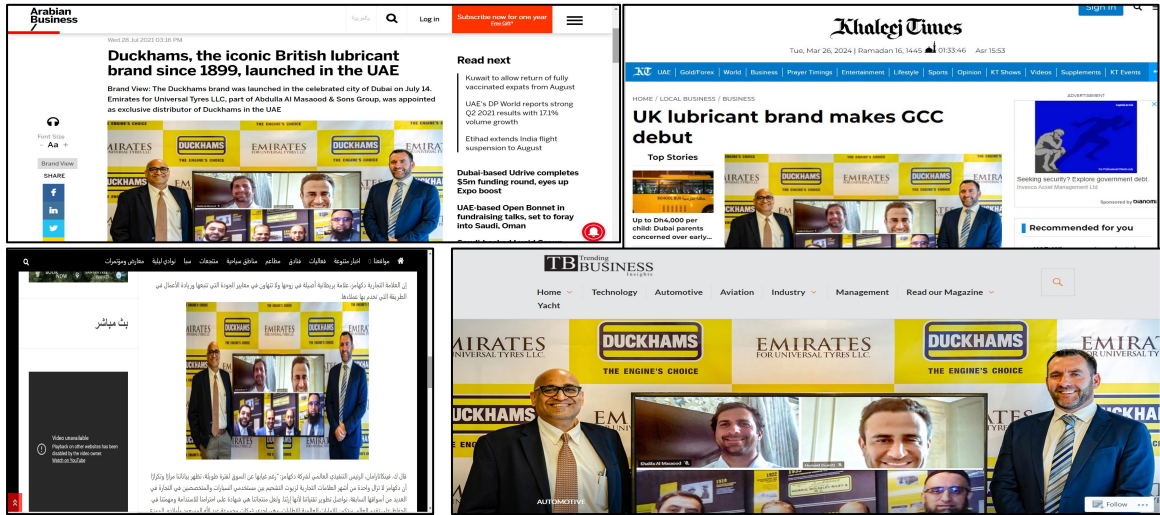
 **775M+**
Reach

 **403K+**
AEV

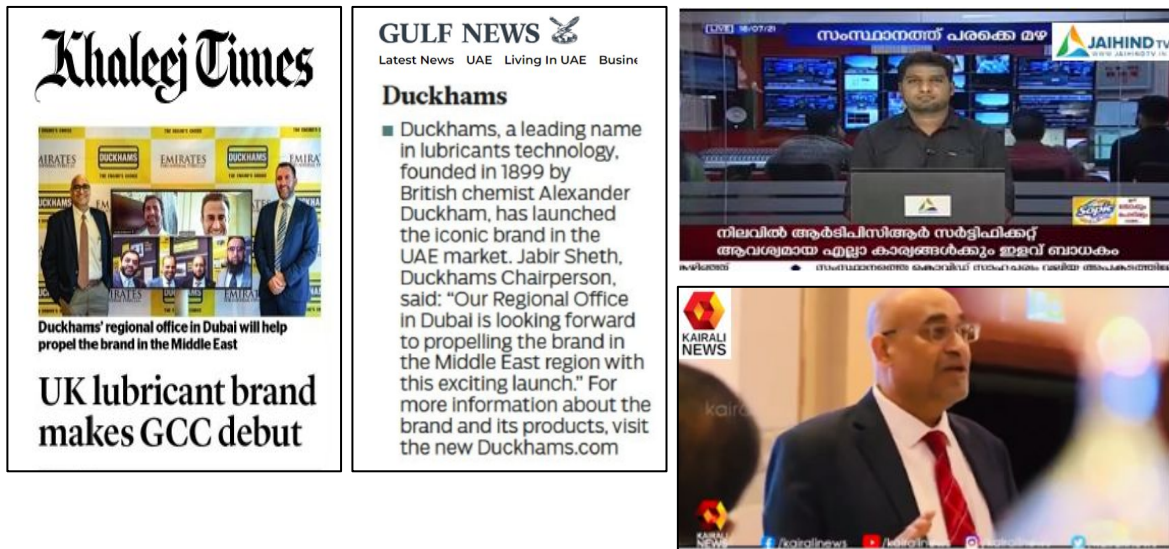
PRESS MEET



ONLINE MEDIA COVERAGES



PRINT & BROADCAST MEDIA COVERAGES



ABOUT US

TRC is managed and founded by experienced PR and Media professionals with proven capability. Our approach is based on understanding clients' businesses and their objectives, translating them into communication objectives and a strategic comprehensive plan for implementation. We offer flexible programmes to cater to clients needs, be it to build credibility, increase awareness or establish reputation. TRC's team is committed to delivering result oriented communication solutions through tried and tested processes. Media relations is one of our strengths as is content creation and social media. We are able to provide insights and guidance due to many years of experience in diverse industries and verticals.