

**THE INSTITUTE OF ADVANCED MOTORISTS
510 CHISWICK HIGH ROAD
LONDON W4 5RG**

M E M O R A N D U M

TO: All Group Chairpersons and Secretaries

Cc: RCo's & RMA's, SB, BH, DS, LF & Staff Examiners

FROM: Colin Paterson – Director of Communications & Marketing

DATE: 11th November 2009

RE: **MARKETING BULLETIN - NEW IAM WEBSITE & CHRISTMAS THEMED ADS**

Further to the presentation made at the IAM Car Conference in October '09 and also just as importantly for the Bike Groups, I wanted to make sure you were updated on two key issues in this bulletin.

www.iam.org.uk Website

We will go live with a new website in the middle of next week (17th or 18th November). The site will be more modern, with updated graphics, better navigation, and an overall improved, simpler visitor experience.

It is important to note that if you have current links to the main IAM website that you should check these are still working and linking correctly after we have gone live. This is especially important if you have links to specific pages and not just to the home page www.iam.org.uk . We will notify when the site is live next week to prompt your own checks.

Christmas advertising

We have developed the attached creative for our Christmas themed advertising to promote Skill for Life sales, and also the newly introduced "DriveCheck55" - the car driver assessment for the older driver.

There is a version to promote car mainly (although there is reference to riding too in the copy), and there is a version for biker Skill for Life (different vehicle in the gift style!).

We are being selective about our advertising placement for budgeting reasons , but have presence that will reach over 1.5 million readers in :-

The Mail on Sunday special "gifts" supplement at the end of November
The Telegraph - sequence of three ads (2 x car, 1 x bike) in late Nov/early Dec in a Christmas gift ideas section
MPH Show (Earls Court and NEC Birmingham) show guide programmes
MCN (Motor Cycle News) special Christmas biker gift supplement.

There is no proposed price promotion, just the proposition that Skill for Life (or DriveCheck55) are ideal, thoughtful gifts....in fact a gift for life, not just for Christmas.