

Bosch Car Service: Network Backed by OFT 'Buy with Confidence' Campaign

During March 2008 the Office of Fair Trading have been running a consumer campaign with the message 'Buy with confidence when you see this sign' to try to increase their exposure and recognition of their logo. This can only have a positive affect for Bosch Car Service garages who all display the OFT logo following the network's full approval through the Consumer Codes Approval Scheme last year.

As well as communicating this through the garages themselves, the OFT ran an advertising campaign on national radio, billboards and buses.



BOSCH
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