

September 10, 2014

OMVIC's 2014 Consumer Campaign Set to Launch!

OMVIC will launch its annual Consumer Awareness Campaign next week: this year's theme, "**It's the Law**". The fall campaign builds on the successes of the impromptu all-in pricing campaign initiated in April and will continue to educate consumers about all-in pricing and the protections they receive when they buy from an OMVIC-Registered Dealer; protections like access to the Compensation Fund.

The province-wide campaign also encourages consumers to "Ask the Right Questions" and includes online, radio, TV, newspaper and billboard advertising.



OMVIC-Registered Dealer Decals Sporting an Important New Message – "You're Protected"



In keeping with the message that consumers are "protected" when buying from a registered dealer, OMVIC's registered dealer decals have been redesigned. While the look is the same, the tagline "You're Protected" replaces "Buy with Confidence". "This change in messaging will help consumers understand that if they buy from a registered dealer, they receive protections that are totally

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unavailable to the private purchaser”; explained OMVIC Director of Communications and Education, Terry O’Keefe.

OMVIC encourages all dealers to take advantage of this annual campaign! Let consumers know you’re an OMVIC-Registered Dealer and that consumers are protected when they buy from your dealership; let consumers see the new "You’re Protected" decal on your dealership doors or windows, and in your advertisements!

Dealers requiring new decals should contact the Communications Team at: omvic@omvic.on.ca or by phone at 1-800-943-6002 x3172.

Dealers who want to use the "You’re Protected" decal in advertisements can download the artwork [here](#).

Watch for the campaign ads starting soon!