

Bayswater Car Rental (No Birds) intensify digital strategy with Bonfire

Iconic Australian “no birds” brand Bayswater Car Rental has partnered with digital performance agency Bonfire to rejuvenate their search marketing strategy.

Over 50 years, Bayswater Car Rental has established themselves as one of Sydney and Perth’s most affordable vehicle hire companies.

The agency won the digital partnership as part of a joint pitch, predicated on a holistic approach to help Bayswater Car Rental secure a greater share of the car rental market.

The appointment will see Bonfire refine their organic and paid search strategies to improve brand awareness and return on investment.

Bayswater Car Rental's Director Arnold Kluck said the agency was chosen for their strong reputation and proven track record.

"We engaged Bonfire as our Digital Agency this year (2019) as they were highly recommended and we wanted a "fresh set of eyes" on our campaigns."

"We have already seen many efficiencies that have given us more bang for our buck, which helps us rent cars to thousands of clients each week at the best rates possible."

Bonfire's CEO Clay Cook said the agency was thrilled for the opportunity to help Bayswater Car Rental go beyond the status quo.

"Working with Bayswater Car Rental is a welcome challenge for our team to think outside the box and deliver tangible results."

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