



GYS scoops award for welding game

Aftermarket couldn't resist the unusualness of the latest news from welding and battery charging company GYS. The company's online website game Master of Welding has been awarded the 2010 Prix Coup de Coeur marketing trophy. The award was presented at the French e-marketing awards for the best innovations in the field of digital marketing. To play the game, got to www.gys.com and click on the e-Awards button. The GYS game asks players to apply spot welds to as many objects on a conveyor belt as possible within 60 seconds. Every object has at least 3 welds to be made and every welding mistake creates a fire on the conveyor belt and loses time and electrodes. The highest number of points gained currently stands at a weld-tastic 525.

Neil Pulsford, UK commercial director of GYS said: "We are in the welding business which is a very serious business because we see so much around us that depends on safe welding practice through quality welding equipment. Often in our industry only traditional marketing methods are used but it is good to show innovative ways of brand building in a market such as ours. We created this game as a brand-awareness exercise as although we are well known in Europe, in the UK we are relatively new and we wanted to make people remember us and return to our website."

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