

Turners and Tina win NZ Marketing Supreme Award

Turners have claimed the top award at the 2022 edition of the New Zealand Marketing Awards. With the Awards now in its 31st year, Turners took home the Supreme Award as well as Excellence in Brand Transformation Strategy and Excellence in Consumer Products & Services Strategy.

Todd Hunter CEO said “it is great to see quality strategy and creative winning the hearts of the judges and the New Zealand public alike with the loveable ‘Tina from Turners’ character. This campaign continues to have a significant impact on our business.”

The judges said Turners “delivered an outstanding marketing strategy that touched every aspect of the Turners business and delivered a truly significant transformation” and the brand “aligned to the strategy throughout the customer experience and became a key part of the organisation’s DNA”.

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About Turners

Turners Automotive Group Limited is an integrated financial services group, primarily operating in the automotive sector www.turnersautogroup.co.nz

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