

The independent

Swedish tyre* business doubles sales after dropping* 'sexist' adverts

A Swedish tyre company found their sales and popularity doubling after dropping “sexy” adverts and pursuing a more straightforward approach.

The company’s adverts had previously been branded as sexist ,the worst record held by any company in the country.

ABS Wheels, based near Stockholm, made the decision a year ago to replace the tasteless adverts, instead using clear, straightforward imagery of their product.As a result, they found sales suddenly booming ,and many of their new customers were women.

Owner Andie Lahdo said the number of women customers was “six times higher than before” and explained their new strategy.

“Our marketing now isn’t just products, it’s education-based marketing, with lots of visuals,” he said. “When we go to trade fairs, we now take a sports car rather than a hostess, which means you meet a much broader set of customers.”

The company originally built its customer base by advertising in Swedish men’s magazines ,they modelled their old adverts on similar ones commonly seen in the “American tyre business”.

One of the ads features a model in lingerie holding a chainsaw, while another features two women dressed in straps, who appear to be wrestling, with fire in the background.

Mr Lahdo said he worked in a “traditionally very male-dominated business”, and he had no regrets about the old adverts as the company never received complaints from clients.

“But now, in retrospect, it’s clear that the changes we’ve made have doubled our sales,” he added.

The automobile industry has always been a subject of controversy when it comes to sexism and the objectification of women in advertising.

. *tyre: pneu

*drop= abandon

