

# Qurum beach lit up by Nissan!

MUSCAT For the next few days, the sea off Qurum beach can be seen delightfully illuminated till late into the night. Suhail Bahwan Automobiles (SBA), the sole importers of all Nissan vehicles into Oman, have lined up 6 catamarans with letters forming the NISSAN brand name, throwing some colourful illumination off the Qurum beach, according to a press release.

The thought was sparked by a constant urge within members of the marketing team at Nissan to explore novel ways to make the ever-popular Nissan brand entrench deeper in the minds of the people in Oman. Nissan has been foremost in the minds of car buyers in Oman for over 35 years now. "Yet, there's always a need to reinforce the Nissan approach to customers," said a senior spokesman for SBA-Nissan.

"Over so many decades now, Nissan has brought new variants of Nissan models into the Sultanate. Most of them have been revolutionary introductions. Whether it's a sedan, hatchback, SUV or a commercial vehicle, Nissan has always worked towards giving the existing customers something really new to look forward to in their models," continued the SBA spokesman.

The present effort at presenting the Nissan brand in a novel way stemmed from the thought that there are so many essential differences in every Nissan introduction, it



should be possible to bring the Nissan brand in public view in a manner that takes away from the usual exposures that are possible, through advertisements, outdoors, fliers, and the gleaming chrome on all Nissan cars!

"Elsewhere in the world, it is possible to implement path-breaking methods for corporate brand exposure. But, new ideas and methods must blend with the local culture and be immensely acceptable to all sections of the society here. We are extremely happy that the various authorities responsible for permitting public exposure have seen the intrinsic merit of this approach. Nissan can be proud that a new medium for corporate brand exposure has been created in Oman," said a Nissan spokesman.

"SBA will always enthusiastically pursue new concepts to promote the Nissan brand. After all, Oman's favourite for over 35 years can always be seen in 'a new, better light' by the people who just love this brand!" he said.

The Nissan spokesman continued, "In a difficult global market situation, brands have to invest in creating a feel good factor amongst existing and prospective customers. Investments have to be made in innovative brand exposure. Nissan selected Qurum in Muscat because it's the perfect place to easily find a good, mixed audience. There are thousands that spend their weekends here. Kids, youngsters, bikers, and families have a relaxed time. They revel in fun events like barbeque, a drive near the beach side, beach football; there's so much that happens at Qurum in the evenings over the weekend."

Now, camera-happy visitors to Qurum beach in the evening have an interesting offer from Nissan. If they capture the Nissan branding in their camera, and present the image at the Nissan showroom (also in Qurum), they would walk away happy, with an assured free gift for their handiwork!

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