SPRING MONEY MAKER *(cont.)*

dollars-off and product special coupons are obviously attractive and more widely used. But these studies also showed that such coupons have a positive sales effect in more ways than just through customers who save and redeem the coupons. It was also illustrated that consumers who don't actually save coupons are still influenced by the coupon ads, while many other consumers, although they clip the coupons, buy the product but neglect to ever redeem the coupon. Additionally, the studies show that sales on items with coupon promotions generally go up, due simply to the fact that stores often give such products with coupon offers extra display support.

Consumer discounts, plenty of promotional material support and greater cost economy to you. The 1981 "NAPA Home and Car Care" circular is the ideal vehicle to display your product variety. It's an outstanding pre-selling promotional piece that enables you to target your market through selective distribution no matter how you choose to use it — as a newspaper insert, direct mail piece, handout literature at the store or as a handbill distributed door-to-door.

PULLING YOUR SPRING PROMOTION TOGETHER

Although much has been written here about your 1981 "Home and Car Care" circular, remember — the circular is only a part of your 1981 Spring Money Maker program, and the objective of this program is not to get you to use circulars. The objective of NAPA's Spring Money Maker program is for you to build traffic and sales for your store. And to do this, you must use all of the promotional tools and knowledge available to you. You must, for example . . .

1. **Advertise** . . . Use your available promotional radio and television commercials as well as your newspaper ad slicks to call the public's attention to your circular sales event. How about adding a tag line such as the following to your radio spots? "Look for the fantastic savings specials in our 'NAPA Home and Car Care' circular in your Thursday paper!"

If you're planning to use the circular as a newspaper insert, do a little research into the newspaper you're considering before finalizing an insertion date. Find out, for instance, which day of the week generally enjoys the best readership — and by what group of people? (men, women, teenagers, etc.) And don't forget to take advantage whenever possible of the paper's coverage of some special event — say, for example, a major local sporting event/competition — to zero right in on your target parts-buying audience.



Individual elements such as these rebate shelf talkers are geared to work best when "teamed up" with other support. Taking the time to tie together advertising, circular distribution, manufacturer's rebates and point of sale promotional materials can result in a much more successful program.

For economy in print advertising encompassing a large area, why not group together with other NAPA parts stores and run the circular as a multiple signature insert in a larger newspaper that reaches a broad geographic region?

And above all, don't forget that if you have any questions or would like assistance in coordinating or planning your spring promotion advertising to take maximum advantage of your co-op program, please contact your NAPA advertising agency — Matthews, Muhleman, McLean — at 1-800-438-8124.

2. **Merchandise** . . . Retail consumers are accustomed to shopping in clean, neat and suitably displayed stores. So to compete with mass retailers and make your retail sale event a success, see that your store is clean, neat and properly displayed.

- Put the products featured in the 1981 "Home and Car Care" circular on display right out front in your lobby.
- Use all of the promotional materials provided in your "circular promotional materials kits to decorate your store and create a real sales atmosphere.
- Merchandise intelligently for related and impulse sales; make your merchandising efforts work for you! The wide range of products included in your spring circular provide you with a fantastic opportunity, with numerous related sale items that can be displayed adjacent to various special sale items.

For example, to many spring means the beginning of motorcycle season. This market is big and they like to do their own work. So this is the perfect time to make sure your motorcycle display is prepared to promote additional impulse sales items other than those featured in the circular.

Springtime is also when DIY'ers turn their attention toward sprucing up the appearance of their vehicles. So to pick up on as many additional impulse sales as possible, make sure your lobby's appearance product section is adequately stocked with waxes, polishes, cloths, buckets, sponges, etc. And since this is also "touch-up" time, do be sure to display as many body work related items as possible near your paint display — items such as primer, sandpaper and tape, to name a few.

Boat, pick-up, van and RV enthusiasts are all big spenders on accessory items, and now is the time they start to prepare their *(continued on page 19)*