

SPRING IS ON THE WAY!



KEEP THE BALL ROLLING!

NAPA's Spring Car Care Days are designed to build sales and consumer awareness of NAPA in the spring. NAPA's Fall Car Care Days are designed to build sales and rekindle consumer awareness in the fall. But is there a way to keep the consumer awareness generated by the Spring Car Care Days at a peak until the start of the fall promotion? The NAPA Richmond Distribution Center and its nine locals found an answer: Yes.

Early last spring, representatives of the Richmond distribution center, its nine locals and certain NAPA supplier representatives joined together to come up with an idea for maintaining the consumer awareness generated by the Spring Car Care Days throughout the summer months.

Taking the time of year and most likely target audience (males 18-49) into consideration, they felt their promotion should involve the local ball park and Richmond's

team, the Richmond Braves (international farm team of the Atlanta Braves and a popular local draw). They finally settled on the idea of designating one night at the ball park as a special NAPA night.

But as so often happens, one good idea leads to another. By the time the details were finalized, the arrangement with the ball park included:

- Renting the ball park (10,300) seats for the night of Saturday, August 14;
- Quantities of season tickets to all Braves games;
- A season-long advertising program utilizing radio, newspaper and the ball park's public address system;
- Special appearances by Braves players at the nine participating stores;
- A batting contest against all-time great Hall of Fame pitcher Bob Feller;
- Appearances by a dixie land band;
- And finally, what would become the



All-time great Bob Feller. . .



. . .and a proud trophy winner.

theme of the overall promotion — tickets and airfare for two to the 1982 World Series.

With these promotional resources at their disposal, plans for the NAPA World Series Spectacular officially began.

The distribution center, store and manufacturer representatives went to work to get as much mileage as possible out of their new promotion idea. Beginning at the very start of the baseball season, the NAPA World Series Spectacular was advertised during every game via radio and the ball park's public address system.

Having decided to use the season tickets as give-aways to draw people into the nine stores, newspaper ads appearing in the sports section of local papers told readers to visit any of the stores (names, locations and phone numbers were included in each ad) to pick up free Braves tickets. These newspaper ads also told readers about the