

NAPA ON THE MOVE

by Bob E. McKenna
NAPA President

Developing an internal marketing theme is a difficult task. Difficult because, in a very few words, a marketing theme must sum up the strengths, the goals and the strategy of an organization.

That was exactly the challenge we faced in developing NAPA's marketing theme for 1988. In just a few words, we had to convey the direction in which NAPA is moving during the coming year. We had to encompass the Pipeline Program, AutoCare, advertising, communications, training — in short, all of the programs which, in 1988, are available for you.

As we went through the stages of developing a marketing theme, one idea kept recurring. It's the idea that in 1988 NAPA is taking action. NAPA is using the programs we have currently and will have next year, putting them to work to maintain our position of leadership in the aftermarket. In other words, during 1988, NAPA is on the move.

NAPA...on the move. That's our marketing theme for the coming year. A theme which meets all the criteria mentioned above, summing up our strengths, goals and strategy. Because in 1988, NAPA is on the move to remain ahead of the rest.

Staying on top requires more than just doing what we have done in the past. To stay on top NAPA must keep up with change. Changes in technology, changes in marketing and changes in our competition. We must be on the move to adapt to change and to make it work to our advantage.

By keeping up, and keeping ahead of changes in the automotive aftermarket, your NAPA AUTO PARTS store can best serve its customers. In 1988, new ideas and the revitalization of some present ideas for products, promotions, sales, advertising, merchandising and training are the reasons why both traditional and do-it-yourself customers will come back to your NAPA AUTO PARTS store again and again.

New ideas in advertising for instance. In 1988, NAPA will for the first time utilize network radio. Six radio spots will be broadcast during major sporting events, reaching a whole new audience. Network and cable television will be used even more effectively with brand new commercials. Commercials which highlight our imports coverage, our AutoCare Program, our traditional customers, our availability and our wide range of parts for just about every type of vehicle. And, co-op advertising, too, takes a turn for the better.

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The AutoCare Program will be expanded with a combination of current and new ideas. Additions to the AutoCare agenda include the Consumer Leave Behind and the Dealer Leave Behind, as well as the AutoCare Program Manual for your outside salespeople. Returning in the AutoCare Program are the special signage and 12 issues of AutoCare News.

Continuing to give you more for your traditional marketplace is the Paint, Body and Equipment (PBE) flyer. Published once a quarter, this flyer will demonstrate that you have the parts and products body shops need. It's an excellent way to expand your customer base in this market.

Another tool to assist you in expanding your customer base is the Farm Circular Program. These seasonal circulars are personalized by store and may be distributed through the mail, inserted into the newspaper or even used as an in-store handout.

Your local marketing efforts will again be enhanced by the utilization of the local promotional kits. These kits, to be distributed eight times in 1988, contain ready-to-run ads, price/product information and seasonal highlights. New for 1988 is the Solo Direct Mail Program, a circular program which will be distributed to the consumers of your choice. This circular provides consumers with a special invitation to a sales event at your store and, what's more, it's personalized to fit your store and your particular marketplace. Additionally, for your retail trade, there will be special price/product promotions featuring your largest selling part numbers and products such as batteries, oil, filters and hand tools.

NAPA will move further along with the Pipeline Graphics Program as more and more stores put up the pipeline and change their name to NAPA AUTO PARTS. Introduced just two years ago, the Pipeline Graphics Program has proven to be one of the best and strongest programs in NAPA's history. And, it will continue to be so as additions and refinements are made to our interior program.

Training for NAPA people — our most important asset — takes the best of our current training programs and combines them with some new ones, such as the NAPA Sales Management Program and the NAPA Professional Sales Training Program. Plus, there's continued training for your traditional customers with the many technical clinics offered by NAPA Manufacturers.

Returning in the coming year are programs such as the NAPA National Warranty Program, Real Deals, Bargain Buys, Yellow Pages, the Car Care Days Sales and Customized Classification. Also coming back in 1988 is NAPA's Communications Program, encompassing ten issues of *Outlook*, twelve issues of *UPDATE* and three issues of *NAPA News*, all designed to give you and your customers the information needed to more effectively run your business.

Yes, NAPA is on the move in 1988. On the move to strengthening your relationships with your customers — both traditional and retail. On the move to increasing your store traffic and your sales. And, on the move to raising your profits.