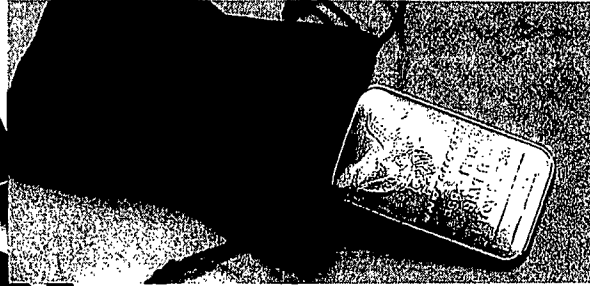


Creative

S • E • L • L • I • N • G

The SILVERLINE Mystery Caller Program



There's silver in the hills as well as in the valleys, the plateaus and just about everywhere else you'll find a NAPA AUTO PARTS store. That's because of a program NAPA Belden introduced earlier this year — the SILVERLINE Mystery Caller Program.

The program, which promotes NAPA Belden SILVERLINE wire sets, awards two silver ingots to NAPA store employees who quote SILVERLINE prices to callers asking about wire sets. So far 19 NAPA AUTO PARTS store employees have won the ingots and a certificate of appreciation.

The SILVERLINE Mystery Caller Program is in effect until the end of the year. So give your employees an opportunity to win their own silver ingots — make sure they're quoting SILVERLINE prices the next time your phone rings!

Using Feature End Caps

Statistics show that 57 percent of purchases come from in-store buying decisions. Impulse buying is influenced by the customer seeing the merchandise. Using end caps effectively will encourage and increase customer impulse buying.

The proper use of end caps includes four ingredients: product placement, use of cross aisle merchandising, P.O.P. signage and frequent changing of displays.

Customers view displays the same way they read from left to right and from top to bottom. The best method for product placement is to display the best items at eye level and the lower priced items towards the bottom of the display.

Cross aisle merchandising is displaying related items on end caps at both sides of the aisle. This method allows

your customers to view related product on either side.

In-store buying decisions are made by customers who are viewing the product. Point-of-purchase (P.O.P.) signs draw the customer's attention toward the product. By using the signage available from the NAPA Store Design Group you can increase your sales.

Your end cap displays should be changed at least every month for maximum effect. If not, customers will walk by without noticing them. You must keep that special image and sales appeal, that end caps can achieve for you, working.

Following the four guidelines listed above will gain you increased customer awareness of your products and lead you to improved sales and profits for your NAPA AUTO PARTS store.

The Clipping Question

In the late 1900's America's cereal czar, C.W. Post, believed that if he could get people to try his new cold cereal for a few weeks they would never go back to cooking oatmeal. So, he placed a certificate, good for a penny off on the next

“...we'll be deluged with 375 billion coupons by 1990.”

purchase, in each box. The result? The sales of Grape Nuts soared.

Today, it's estimated that we'll be deluged with 375 billion coupons by 1990. Or \$1000 worth of coupons for every man, woman and child in America. Judging by these numbers one could conclude that couponing is either the most effective promotional tool or the most over used promotional tool in the marketing community today.

Past surveys tell us that upper income, higher educated shoppers use coupons most frequently and that 96% of America's shoppers say they would use coupons for the brands they like. However, a recent survey (conducted by the Howard Marlboro Group among 5,079 shoppers aged 20-40, residing in upscale neighborhoods) showed that 59% of those surveyed used coupons. Forty-two percent of those coupon users claimed to use coupons at least once a month. But, only 11% of the coupon users claimed to have any brand loyalty as opposed to 85% of the non-users.

Despite the wide spread use of coupons in this country, it is still recommended that distribution be carefully considered. Coupons can be extremely effective when introducing new products, as a part of an overall advertising or promotional plan or as a traffic builder for a new or re-opening of a store. But, their effectiveness as a full time sales builder is questionable.