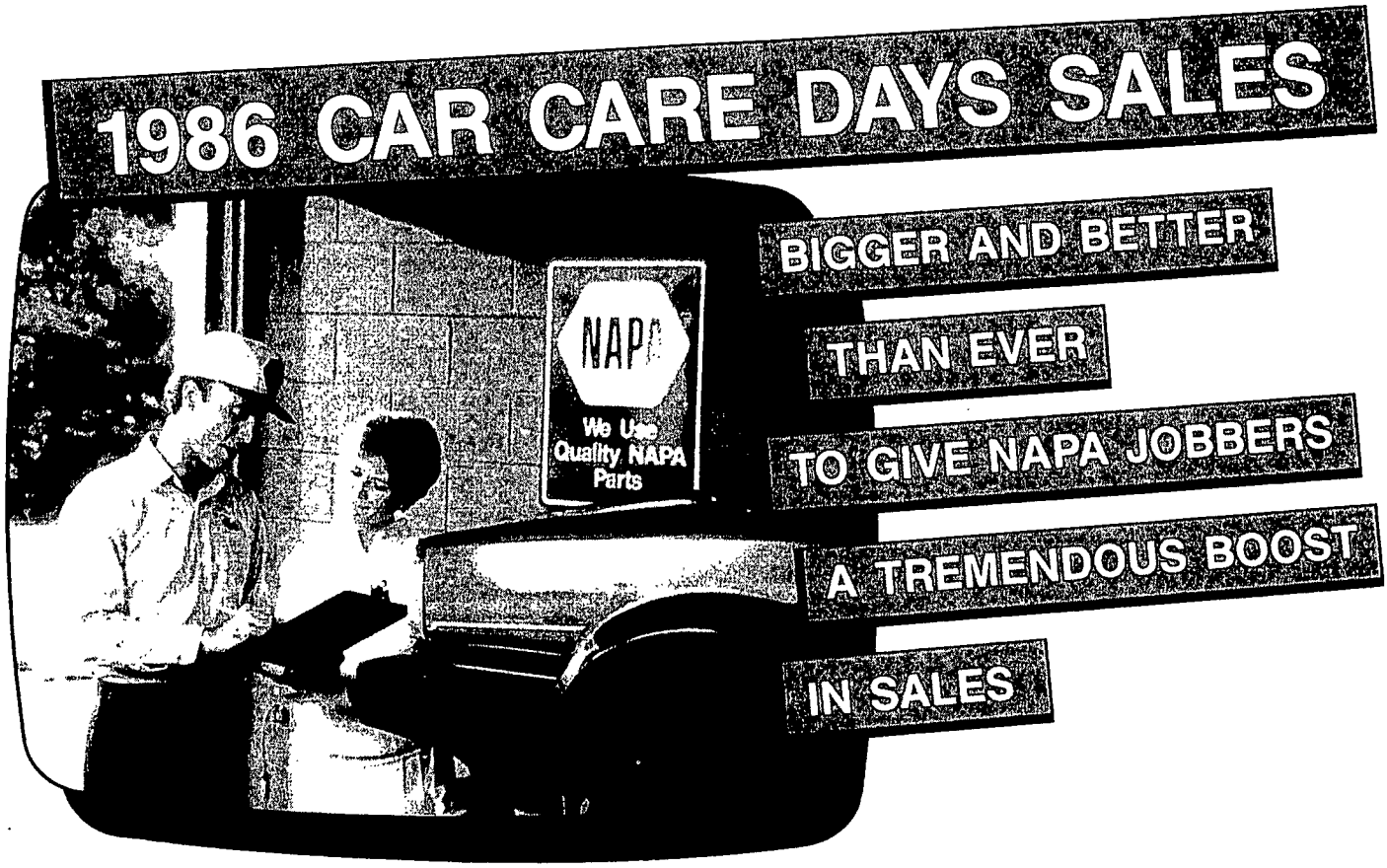
1986 CAR CARE DAYS SALES



NAPA's Car Care Days Sales are back and are better than ever — making 1986 the biggest year ever for the biggest sales event in the automotive aftermarket. NAPA's nationally recognized advertisement campaign allows jobbers and dealer customers to reap advertising benefits easily and inexpensively through the Car Care Days Sales.

Nationally, NAPA has produced two very special television commercials for the 1986 Car Care Days Sales.

The first specially produced Car Care Days Sales television commercial is aimed towards increasing store traffic. It encourages viewers to visit their NAPA AUTO PARTS store in order to take advantage of special prices during the seasonal sales period. This is a perfect way to generate the kind of excitement and visibility that will boost your sales.

The second television commercial, aimed at customers who take their vehicles to a dealer, encourages viewers to take their car or truck to service professionals who install quality NAPA parts. This particular commercial is specifically designed to boost traffic at NAPA dealer locations.

These commercials will run in rotation, on national network television, during both Spring and Fall Car Care Days Sales. The two commercials are designed to act as an umbrella and give generic support and coverage, on a national basis, to local price/product newspaper and radio campaigns.

Such a strong national television umbrella will pave the way for the development of consistent local campaigns that will go head-to-head with the competition.

To give more strength and emphasis to this year's Car Care Days Sales, advertising for both seasonal sales promotions has been designed so that local price/product promotions will get the most exposure possible in the local newspaper and on the local radio station.

To accommodate the implementation of local advertising campaigns, NAPA's local advertising materials for each of the 1986 Car Care Days Sales take an easier-to-use, more convenient format. Local advertising materials for the 1986 Car Care Days Sales include newspaper ad kits, P.O.P. kits, radio tapes and dealer signage. In addition, the Whole Story national television ad will be modified for use as a local price/product ad.

Newspaper ad kits include ready-to-run ads as well as blank ad slicks and clip art. Each kit contains simplified instructions for using it. Complete Spring and Fall Car Care Days Sales local newspaper ad kits will be distributed to jobbers participating in the NAPA National Advertising Program at no charge.

P.O.P. kits for Car Care Days Sales in 1986 include the following: two 21" x 57" Car Care Days banners, two "All the right parts in all the right places" banners, four hanging signs and 20 shelf talkers. P.O.P. kits are also free to jobbers participating in the National Advertising program.

For an added tie-in to the Car Care Days Sales traditional customers can purchase permanent dealer signage. And what's even better about the signage is that its effectiveness will last far beyond the seasonal promotions. This includes such items as driveway signage, wall-mounted signs, pole-mounted signs and dealer decals.

Since the Car Care Days Sales inception in 1982, the promotional program has proven extremely successful in meeting its original objectives. Those objectives are:

- To create an awareness of the need for seasonal vehicle maintenance and repair;
- To provide a strong sales vehicle to move products through NAPA AUTO PARTS stores and participating dealer outlets;
- To create an opportunity for NAPA Jobbers and their dealer customers, alike, to enjoy the benefits of tapping into a unified national promotion.

Car Care Days Sales tell the motoring public that NAPA AUTO PARTS stores and participating service outlets are the places to go for top quality service and valued NAPA parts.

So there you have it — the whole story on the 1986 Car Care Days Sales. It's definitely going to be bigger and better than ever so make your plans now to join in on the biggest sales events of NAPA's history — the Car Care Days Sales!