

CREATIVE SELLING



NEW VIDEOTAPE DELIVERS IMPORTANT MESSAGE

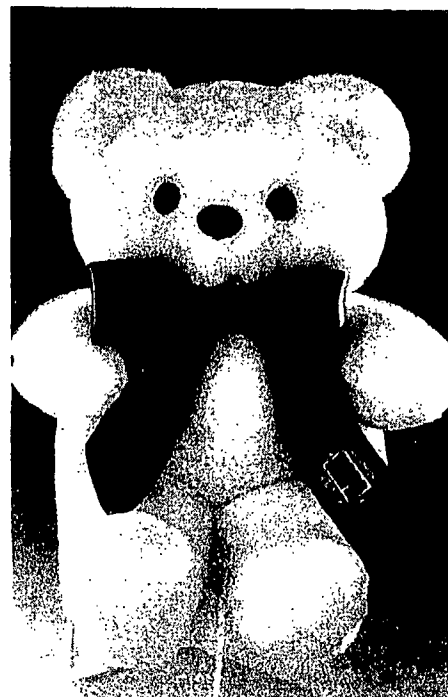
Leave a positive impression with your customers with each delivery they receive. Delivery drivers are vital personnel who fulfill your store's reputation of top quality customer service. And now, a new driver training videotape and brochure are available from your Distribution Center.

The educational tape, which teaches and reinforces the responsibilities and importance of delivery drivers, emphasizes their significance and the career opportunities that exist within the NAPA system. Brochures supplement the training tape and are convenient references for drivers. Cost for the videotape and brochures is \$15.00. Ask your Sales Manager for "Delivering NAPA Service" to get on the road to top delivery.

SPECIAL HOLIDAY BONUS

This year's Christmas Bargain Buy kicks off with a special "Huggles" bear for kids of all ages. The white teddy bear from Russ Berrie marks the beginning of special Christmas Bargain Buys and the opportunity for you to enhance your retail sales during the holiday season. The plush, cute 14-inch teddy bears offer a number of innovative ways to market and display "Huggles." The teddy bears are one of many holiday Bargain Buys which will be available to you and selected to attract more customers into your NAPA AUTO PARTS store. Bargain Buys are most effective when used as an advertisement centerpiece or the focus of product displays. In turn, the specials will generate related sales and increase revenue.

Teddy bears have been a traditional favorite for generations. The "Huggles" bears are very durable and, since they are washable, are easy to keep clean. For more information, contact your Distribution Center.



COLOR A CONSUMER'S DECISION

What's that red and white can of soup wedged next to the colored containers? It must be Campbell's, whose red and white label is easily recognized among the other brands on the grocery store shelf. Interior colors and packaging may also work for your NAPA AUTO PARTS store.

The interior pipeline program was specially developed to strengthen your store's identity, invite walk-in traffic and, therefore, increase sales. Set up blue banners that immediately signal to customers where they can locate the machine shop, paint section or customer service area. Promotional signs and aisle markers also help to focus buyers' attention on special promotions and point of sale items. The color combination of blue and grey also makes your store appear larger.

Color, packaging graphics, brand names and brandmarks are important "permanent media." This term, coined by the corporate identity specialists S&O Consultants, describes those elements of image or identity that remain constant over a long period of time in an industry. Since permanent media generate lasting impressions and images of a product, they are efficient marketing tools.

Of the four essential elements of packaging—product name, package structure, design and color—color has the potential to be the most dominant. As such, color can be used strategically so that a brand can use the predominant color in a category to gain association and legitimacy. Using the blue signage on your fixtures is an effective use of an accent color to attract the buyer's attention.

It is important to establish equity in color because it can become so closely associated with a brand that this familiarity alone becomes the basis for making routine purchases. Remember that the right color, combined with other permanent media elements, like logos and graphics, provides the most effective means for communicating with consumers.