

THE DAYS: YOUR LOCAL CAMPAIGN

NEWSPAPER

What your Spring Car Care Days newspaper advertising should include: First of all, it's vital that your ads stand out from the crowd, identifying the special sales event. Your Spring Car Care Days newspaper ad slick automatically gives you a head start. If you're going to create your own additional newspaper ads promoting this sales event, use this ad slick for the basic layout format.

“...two-thirds of NAPA's primary target audience... use the daily or local newspapers as their primary 'where to buy' source.”

Keep in mind that, in addition to your NAPA Distribution Center representative, your local newspaper representative can also be helpful in assisting to produce ef-

fective newspaper ads promoting your Spring Car Care Days event. Remember, newspaper representatives' jobs depend on advertising that works: Let them do some of the work for you.

Your store name, location, phone number and hours are probably the most important information your newspaper ads should impart to readers. But for your Spring Car Care Days advertising, you can take this a step further. One of the newspaper medium's strongest points is that it is best suited for handling messages with a lot of information. So use this medium's strong point to your advantage and list the names and locations of your participating dealers as well. Remember — the more people recognize the NAPA name and associate it with where to get quality auto parts, the more sales for you.

When your newspaper advertising should run: For maximum impact, you should concentrate your local Spring Car Care Days advertising within a four week period between March 28 and May 22. This way, consumers will see your name regularly during a given period of time, which will increase the effectiveness of the money you spend. During this time, strive for consistency. It's better to go with more frequent, smaller ads than larger ones on an irregular basis. This

is a common sense approach similar to direct selling: Several well-planned calls are often required before a curious prospect becomes a buying customer.

Another point to remember: Surveys and research tell us that shoppers don't ordinarily turn on the radio or television hoping for commercials related to what they want to buy. Instead, when consumers are ready to make a purchase, they look for information in the newspaper. As a matter of fact, research also tells us that two-thirds of NAPA's primary target audience (males 18-49) use the daily or local newspaper as their primary “where to buy” source. So the key is to identify when your target customers are most likely to buy, and *that's* when to advertise.

As a general rule of thumb, Thursday through Saturday editions are better for automotive parts advertising, as car maintenance tends to be higher on those days. In some cases, the Sunday morning newspaper — still an effective time to advertise — will offer more circulation for the same cost as the daily. Check with your newspaper representative.

Which newspapers to use: In selecting the newspaper(s) to advertise in, plan your buy based on the area you want to cover. But be realistic. For example, some areas
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RE HIGH ON RECALL TESTS

search service, the commercials were tested on the air under normal viewing conditions. The respondents (members of NAPA's target audience — men 18 to 49) were then called the night after the telecast and asked what they remembered about the commercials. The results were most encouraging.

First of all, the 1982 spots scored well, but the new 1983 animated spots scored significantly higher, particularly in proven recall. The animated technique appeared to help the commercials get noticed and remembered.

Asked what they liked and remembered about the new commercials, potential customers made comments such as: “I like the cartoon expressions on the cars” and “I like the way the cars went into the service bay with a frown and came out with a smile.” Another comment: “The commercial told me to go to my NAPA Parts Store or to an NAPA Service Station to get my car ready for winter.” In other words, the commercials did their job — and will continue to sell for you throughout 1983.

