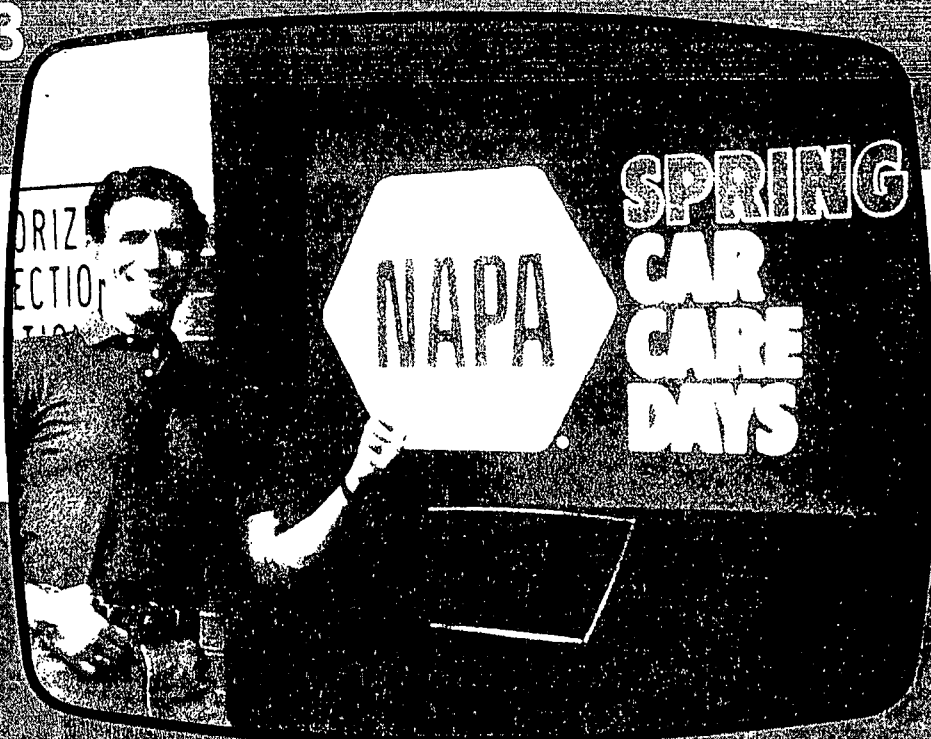


NETWORK COMMERCIALS SET NAPA APART IN 1983

**NAPA Spokesperson
Joe Campanella
Takes On
A New Look
For 1983. . .**

**Turn The
Page For
A Preview**



There's no doubt that in today's marketplace, network television is the most cost-efficient, impactful way to reach a national audience with an advertising message.

But it has some potential drawbacks, too, principal among which is the danger of getting lost amidst the hundreds of advertising messages aired daily.

This is what makes NAPA's creative advertising approach extremely important. It simply has to stand out with commercials that set NAPA's message apart from

sent free of charge when ordered, also include many other new radio spots for your local use throughout the year. (Order forms for this tape are included in your sales promotion kit.)

Print: For your local print advertising campaign, you'll have numerous newspaper ad slicks provided for both the Spring and Fall Car Care Days events.

In addition, retail-oriented jobbers know that NAPA's circular program has been a proven traffic and sales builder for several years now; and that's why in 1983, circulars will again be available to accompany each of the Car Care Days events, both spring and fall. But this year, you'll have the added advantage of offering four "Bargain Buys" on the front page of each of these circulars, providing added appeal to price conscious

do-it-yourselfers and walk-in buyers. What's more, fewer products in the circulars will provide an effective retail-oriented sales tool while reducing the number of products which must be inventoried in preparation of these two sales events.

To enable you to develop a hard-hitting local campaign with a national flavor, NAPA is making available two local television spots. . . Each features a 10-second lead-in delivered by NAPA's superb spokesperson, Joe Campanella. . .

Outdoor: To round out your local advertising, NAPA will again make

available outdoor billboards featuring the NAPA Spring or Fall Car Care Days logo, with space for your store name and address.

**YOUR SALES PROMOTION KIT:
A SAMPLER OF
WHAT'S TO COME. . .**

To help you plan your individual local promotion to tie-in with the national advertising, NAPA Jobbers participating in the national advertising program will receive their own sales promotion kit with each of the elements necessary for a successful Spring and Fall Car Care Days event. These kits — one each for the spring and fall promotions — contain:

- Car Care Days manufacturers specials
- One copy of the dealer sales book
- Circular program details

(continued on page 10)