



Featuring NAPA spokesperson Joe Campanella throughout the print and television ad campaign provides a consistent image in the public mind.

motions with the national campaigns...

**Television:** In the past, some NAPA Jobbers have felt "on their own" when it came to developing local television advertising that would tie into NAPA's network television commercials — especially when competing with outlets whose advertising relies solely on "price." So for 1982, NAPA is making available to you two local television spots — one for the Spring promotion and one for the Fall — to advertise your local product and price specials during these special sales events. In these commercials, a 10-second lead-in features Joe Campanella with the Spring or Fall Car Care Days banner saying: "Now's the time to take care of your car — during NAPA Spring (Fall) Car Care Days. So look for these important signs of Spring (Fall). You'll find timely values like these...". The next 20 seconds are for product, price and your tag (including the names of your participating dealers, if you so desire). For this product/price portion of the commercial, it's recommended that you use slides or simple studio shots of the featured products and prices.

These local spots match NAPA's network commercials, lending continuity to the entire advertising atmosphere and enabling you to easily make this a hard-hitting, personalized local program with a national flavor.

**Radio:** This same continuity has been carried over into your Spring and Fall Car Care Days local radio spots. In addition to a 10-second spot, you'll have a 60-second radio

commercial that includes a 30-second lead-in, with Joe Campanella narrating a message that echoes NAPA's national television commercials. This lead-in is followed by 30 seconds for your local product and price specials.



Both Spring and Fall Car Care Days ad slicks will be available for your local advertising efforts.

**Print:** For your local print promotional support, you'll have newspaper ad slicks for both the Spring and Fall Car Care Days events. And for more retail-minded jobbers, NAPA Spring and Fall Car Care Days circulars will be an important item for local promotional efforts. Whether you use these as newspaper inserts, a direct mail piece, a pick-up piece at the store or as handbills distributed door-to-door, these circulars are an outstanding way to promote your product specials to the retail consumer during these two nationwide sales events.

With these ad slicks and circulars, you'll be in a position to generate a lot of selling excitement and a lot of profit. After all, you'll be offering your customers exactly what they want — seasonal values at a good price.

**Outdoor:** To round out your local advertising opportunities, also available will be an outdoor billboard featuring the NAPA Spring or Fall Car Care Days banner with space for your store name and address.

## YOUR SALES PROMOTION KIT: GET AQUAINTED WITH THE PROGRAM'S ELEMENTS

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 a promotion kit to familiarize themselves with each of the elements of these two major seasonal events. These kits — one each for the Spring and Fall promotions — will contain:

- NAPA's national advertising schedule
- A flyer listing the contents of the Spring/Fall Car Care Days sign kit
- Dealer sales book
- Circular program details and order form
- Newspaper ad slicks
- Order forms for —
  - Dealer Spring/Fall Car Care Days sign kit
  - Spring or Fall Car Care Days local radio and television tapes
  - Spring/Fall Car Care Days outdoor billboards

## NAPA MANUFACTURERS' PROGRAMS: DESIGNED TO SUPPORT YOUR NATIONAL AND LOCAL PROGRAMS

To maintain the continuity of the Spring and Fall Car Care Days, your NAPA Manufacturers have designed their 1982 promotions to fit right into these two main selling events. They're gearing their special programs and point-of-purchase materials to specifically tie in with these Spring and Fall sales periods. This way, you won't have to worry about juggling your own special promotions with those of your NAPA Manufacturers; they've been designed to supplement each other. That's the real beauty of these 1982 sales events — the ease and continuity are carried throughout, so that you'll actually have fewer promotions to coordinate in 1982, but greater impact and efficiency. And that means profit!

## START PLANNING NOW!

With all of these materials combined into one cohesive campaign,

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