

NAPA SPRING CAR CARE

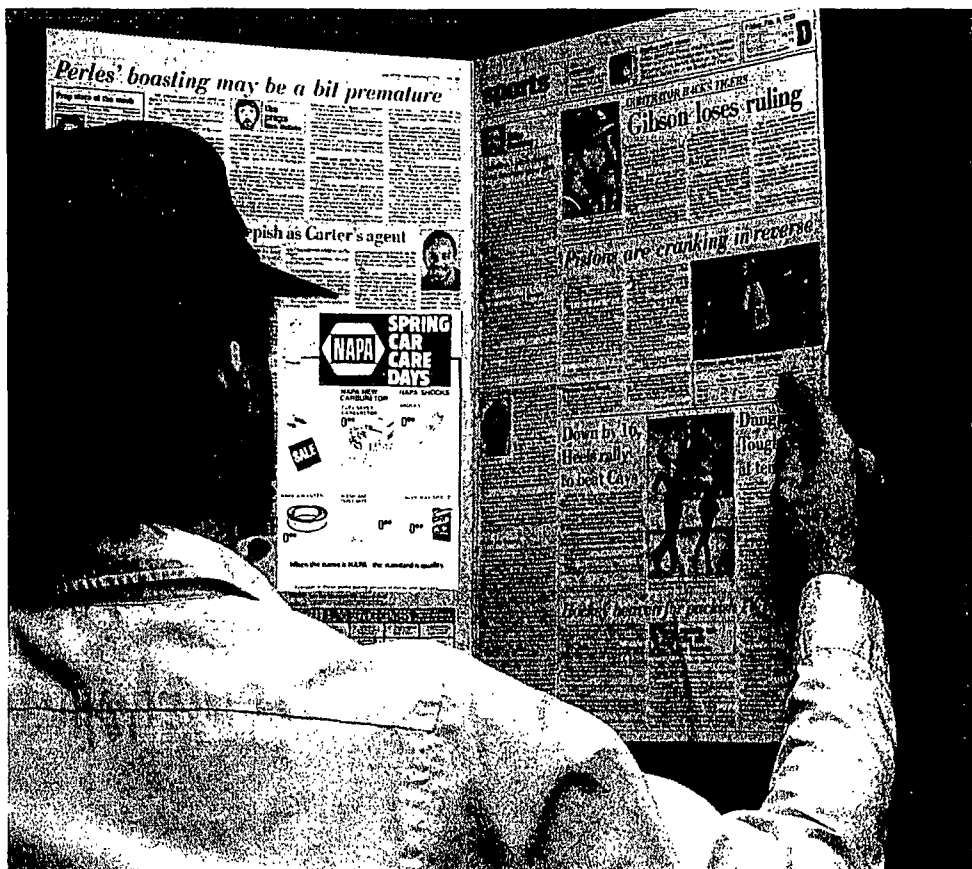


SPRING IS ON THE WAY!

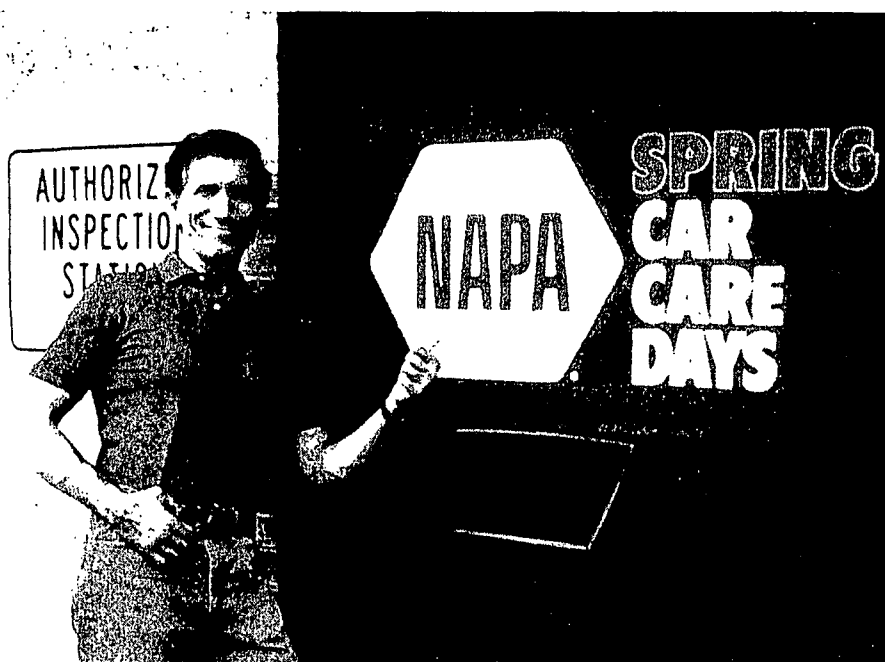
The NAPA Spring Car Care Days promotion period is an excellent time for you to run a local campaign. The awareness created by NAPA's national advertising at this time will make your local product/price special advertising even more effective.

By now you should have reviewed the contents of your sales promotion kit, determined the basic media mix you plan to use and ordered the proper materials.

The following are some basic tips to help you use each available medium to its maximum advantage.



NEW ANIMATED COMMERCIALS SCORE



As you saw at your marketing conferences, the marketing/advertising strategies for NAPA in 1983 remain the same, but the network television commercials are quite different — they're animated. And although we've heard many good comments about the "fresh new look in NAPA's advertising," there have been questions, too: "Are the new spots right for us?"; "Is it good attention-getting, memorable advertising?"

"...the new 1983 animated spots scored significantly higher..."

As we have with past commercials, NAPA undertook a research study in which was measured the recall and persuasive strength of our new commercials versus the live-action spots that were used in 1982.

Using a nationally known syndicated re-