are perhaps the single most important key to the success of NAPA's Car Care Days at the local level, because they identify to the motoring public exactly where to go to take advantage of this special seasonal promotion. Again, the Car Care Days signage and merchandising materials are the focal point around which the entire NAPA Car Care Days promotion has been designed — use them to the limit to gain the most from this sales-building event!

A WORD ABOUT NAPA'S CAR CARE DAYS SIGN KIT

The Car Care Days sign kits for both NAPA Jobbers and their dealer customers serve two very important functions. First of all, they identify to current and potential customers where to go for the top quality parts and seasonal service their vehicles need. Secondly, this signage forms an important bond between your store and the dealer customers you service.

The following comments, made by a NAPA Manufacturer representative who was very involved in helping NAPA Jobbers distribute and put up dealer sign kits for this past Fall Car Care Days promotion, help to illustrate why the role played by NAPA's Car Care Days sign kits should neither be underestimated nor overlooked...

"The dealers loved the promotion and seem to really like NAPA's campaign. They *want* to be part of a national advertising campaign that advertises for them. This campaign ties them in with television and radio advertising, and the sign kits dress up their stations with banners and signs that they ordinarily can't get. But most importantly, they seem to appreciate and welcome the personal attention they get during this time.

"We need to convey to NAPA Jobbers that the public has confidence in these dealers through the association they have formed with NAPA. The coordinated advertising campaign reaches many more people than individual ads and, because of this, these Car Care Days promotions help bring in new accounts and help move more merchandise. Every time that the NAPA logo is displayed in front of the consumer, it makes the NAPA name stronger and puts another hole into the competition's defense.

"If a jobber would price a four-by-eight ad in his local newspaper for one day's circulation, and then compare that with the number of people who will see the Car Care Days signs and banners along a busy roadway for about 90 days, he might begin to see the advantages of these promotions. Add to that the additional NAPA Car Care Days advertising on television and radio — the potential is tremendous.

"If everyone — jobbers, dealers, factory and D.C. representatives — really pulled together with these promotions and sign kits, we'd *all* have success stories to tell."

CAR CARE DAYS IN ALBUQUERQUE

The Sky's

To help get the 1983 Fall Car Care Days promotion off the ground, representatives of the NAPA Albuquerque Distribution Center took advantage of a unique opportunity to tie their promotional efforts into the Albuquerque International Balloon Fiesta. And what a success it turned out to be!

Promotional activity began in August, when the details of the promotion were explained to NAPA Jobbers and their dealer customers. Car Care Days sign kits and various merchandise assortments were assigned point values. The jobbers and dealers who had accumulated the greatest number of points by the end of the limited time program were eligible for one of seven free balloon rides to be given during the Balloon Fiesta.

But this was just the beginning. So that a single promotional possibilty was not overlooked, the entire 10-day event was carefully coordinated. Here's how it happened...



SATURDAY MORNING, OCTOBER 1: The first mass ascension, with over 500 balloons taking off from Fiesta launch site.