

REACHING THE RETAIL MARKET

Increasing the sales of NAPA AUTO PARTS stores. It's a goal each and every NAPA store, as well as the entire NAPA distribution system, shares. In some NAPA programs this is accomplished with incentives for the traditional market. In others it's done with incentives for the farm, marine and heavy duty markets. In 1989 increased sales to the retail market will be realized with a brand new initiative—the Retail Marketing Program.

Basically the Retail Marketing Program is one which establishes common dates and materials for six two-month periods, bringing together all the elements of both national and local promotions and specials. And by bringing them together, produces a more effective and simpler means for NAPA AUTO PARTS stores to reach the retail customer.

The program merges parts of past and current NAPA promotional programs—Bargain Buys, Car Care Days, national price/product promotions and advertising and merchandising kits—with specials from NAPA Manufacturers. The Retail Marketing Program provides all of the elements a NAPA AUTO PARTS store needs for a promotion (products, plan-o-grams, point-of-purchase and advertising materials) and incorporates those elements with the flexibility needed to conduct an effective sales event in the local marketplace.

The six promotional periods in 1989 are February/March, April/May, June/July, August/September, October/November and December/January 1990. Each promotion will have an average of six to eight products which will be store traffic builders, featuring special incentives such as manufacturers' rebates, sweepstakes and very competitive pricing, in addition to other high demand items.

Prior to each of the six promotional periods, each participating NAPA AUTO PARTS store will receive a kit which contains plan-o-grams, four-color shelf talkers, danglers, window posters, newspaper ad slicks, radio scripts and instructions. NAPA AUTO PARTS stores will then be able to choose the products, prices, length of the promotion and local advertising they would like to use within the two-month period.

Customarily, the two best selling seasons for these types of promotions have been spring and fall. And that's the reason national promotions will be tied into the April/May and October/November



periods. Common themes, graphics and national advertising will be used to communicate that a sales event is occurring at the local NAPA AUTO PARTS store. The key dates for these two promotional periods are April 15-30 and September 30-October 15 and network television will be used to draw additional attention to the sales events.

For these two key selling seasons and for the summer season as well, NAPA AUTO PARTS stores will have the opportunity to utilize another national advertising method—the National Circular Program. These three circulars will be four-color, four-page tabloids, each featuring 30 to 40 fast moving products.

Along with the pre-determined products in each circular, an advance listing of possible additional items, to be included in a seasonal circular, will be provided. These

"You Pick'em Lists" may be used if a circular is being customized to a store's trading area. Your Distribution Center will be able to tell you if the circular(s) is being customized for your area.

The circulars may also be imprinted with the name and address of a store or group of stores. For those stores who do not wish to personalize an imprint, the message will read, "Available at participating NAPA AUTO PARTS stores. Call 1-800-LET-NAPA for the NAPA store nearest you."

The circulars can be distributed to customers in a number of ways, such as solo direct mail, marriage mail and newspaper inserts. NAPA stores may choose to participate in all three circulars or in just one or two.

To assist NAPA AUTO PARTS stores in more aggressively pursuing the retail market and in making the Retail Marketing Program work even more effectively, the Retail Training Seminar is available. Read more about it on page 12.