

# Lighthouse Carwash Campaign Brief

11/12/07

**Campaign Name:** Free Upgrade

**Campaign Dates:** Start 10/15/05 End 11/20/05

**Participating Locations:** All

**Campaign Manager:** Amanda Kinslow

**Marketing Circle:** 1 – Carwash, 2 – Murphy USA and Kroger Fuel, 3 – Wal-Mart and Kroger

## Background / Overview:

We will offer customers a Free Upgrade on all carwash purchases at the gas station or carwash. The Supreme will be \$10, the Best \$8, the Better \$6 and the Good \$6. All company operations will participate in this campaign, to the extent we can obtain our partner's participation.

## What is the objective, the purpose of the campaign?

To increase both volume and revenue at the Wash Select and POS in the long-term

- By building a new customer base and encouraging them to try a wash other than the Good wash
- By getting a higher proportion of Better, Best and Supreme washes from existing customers
- By encouraging consumers to wash their cars in November, when we expect a dip in sales

## What do we want to say?

- Free Upgrade
- Choose a Supreme wash for only \$10
- Choose a Best wash for only \$8
- Choose a Better wash for only \$6
- Ends 11/15/05

## How will we say it?

Item	Quantity	Price Each	Total Price
6. Windmaster Inserts	18	45.50	819.00
7. Pole Signs	32	About \$16.13	516.16
8. Banners	6	\$180	1080.00
9. Pump Floater Stickers	40	In-House	About \$20
10. Pump Menu Stickers	48	In-House	About \$20
11. Pump Messaging	3 locations	Add to existing	
12. Val Pak?			
Approximate Total			\$2,455.16

## What are the supporting rational and emotional 'reasons to believe?'

- It's a free way to try the next level of wash
- The discount is instant at time of purchase, no coupons necessary

## Target audience: to whom are we talking?

- Customers currently at the carwash
- Motorists driving past the carwash
- Every person purchasing gas from Murphy USA and Kroger Fuel
- Motorists driving by the Murphy USA and Kroger Fuel
- Those in the Wal-Mart and Kroger parking lots.

## Any other important details?

- Because of our contract with Murphy, we must keep the \$1 discount with gas
- We'll need special signs for Murfreesboro, where there is no gas discount
- Kroger Fuel needs advance notice to change prices at pumps

## What do we need and when do we need it?

- |                                  |              |                  |
|----------------------------------|--------------|------------------|
| 23. Design signs                 | Due 9/28/05  | Amanda and Brian |
| 24. Scripts to MSS for recording | Due 9/28/05  | Amanda           |
| 25. Determine sign vendors       | Due 9/30/05  | Amanda           |
| 26. Start production of signs    | Due 10/03/05 | Vendors          |
| 27. Alert Kiosk Personnel        | Due 10/10/05 | Tim              |

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28. Implement campaign pricing on Wash Select	Due 10/14/05	Tim
29. Install Signs according to planagram	Due 10/14/05	Tim
30. Start campaign pump messages	Due 10/14/05	Amanda
31. Implement normal pricing on Wash Select	Due 11/21/05	Tim
32. Remove Signs	Due 11/21/05	Tim
33. Resume normal pump messages	Due 11/21/05	Amanda
34. Analyze POS and Wash Select revenue	Due 11/28/05	Amanda

## Client / Account Service Checklist:

35. Approve Campaign	Due 9/23/05	Mike, Norm, Steve
36. Approve Campaign Budget	Due 9/26/05	Norm
37. Input from Kroger on changing POS	Due 9/28/05	Larry
38. Approval from Kroger on in-store signs	Due 9/28/05	Larry
39. Input from Murphy on changing POS	Due 10/03/05	Larry
40. Kroger and Murphy implement campaign pricing	Due 10/14/05	Larry
41. Kroger and Murphy implement normal pricing	Due 11/21/05	Larry