



CASE STUDY: GOODYEAR®

Valpak® Drives Traffic and Increases Sales



MARKETING OBJECTIVE

A marketing test was created to measure incremental lift of tire sales, service sales and number of transactions for selected Goodyear locations in the Detroit and Denver markets.

GOODYEAR® BLIMP BIRTHDAY CELEBRATION!
FOR 80 YEARS, IT'S BEEN THE NAME EVERYONE LOOKS UP TO!

Buy Any Four Goodyear® or Dunlop® Tires And Receive A Free Wheel Alignment!
See store for complete details. Offer ends 10/31/05

GOODYEAR ASSURANCE \$20 OFF A SET OF ANY 4 \$10 OFF A SET OF ANY 2	GOODYEAR ASSURANCE \$20 OFF A SET OF ANY 4 \$10 OFF A SET OF ANY 2	GOODYEAR FORTERA \$20 OFF A SET OF ANY 4 \$10 OFF A SET OF ANY 2	GOODYEAR WRANGLER \$20 OFF A SET OF ANY 4 \$10 OFF A SET OF ANY 2
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OIL, LUBE & FILTER \$16.99
CELTEC® SYNTHETIC

The "Sliding Sale" Coupon SAVE

Windshield Wiper Blades \$19.99

Maintenance Inspection \$9.99





THE VALPAK CAMPAIGN

- Sales data supplied by Goodyear was used to identify test and control store groups.
- Test and control stores in each market were geographically distant from one another and had similar tire sales, service sales and customer transactions.
- Mailing areas were selected using a five-mile radius around test stores as well as consumer behavior profiling (PRIZM), demographics, and consumer expenditure data.
- A total of 1,200,000 homes were mailed, broken into a 200,000 household mailing per market. Each market was mailed three times.

TEST RESULTS

- Overall, the average test versus control stores experienced a net increase of 4.6% in the number of tires sold per day and an overall net increase of 5.1% in tire sales per day.
- Detroit drove the lift in tire sales which can be attributed to the stronger tire offers featured on the Detroit coupon.
- Overall, the test stores experienced a net increase of 3.3% over control stores in number of transactions per day.

CONCLUSIONS

The test results are quite positive and show that Valpak successfully drove customers into Goodyear retail locations in both markets, resulting in increased tire and service sales. A lift in number of transactions was also reported.

The test also indicated a strong offer significantly impacts the results, with a dollars-off offer producing the highest lift in tire sales compared to a price point.

