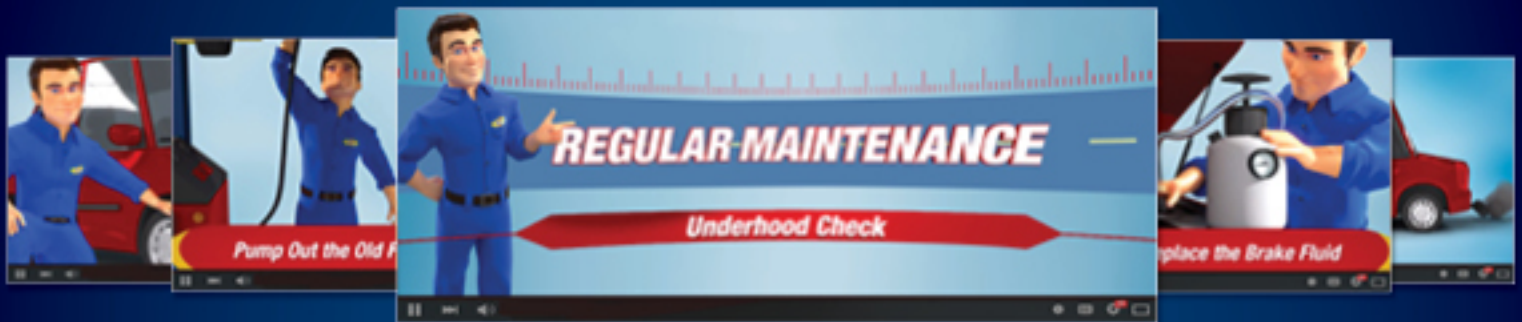




## CREATIVE BRIEF

# THE COTTMAN MAN EDUCATIONAL VIDEO SERIES



### OVERVIEW:

The Cottman Man was a familiar marketing theme from years past; a particularly trust-oriented persona that provided consumers with a "friend in the business" for transmission and auto repair.

Long respected for his trustworthy demeanor, The Cottman Man was the embodiment of every Cottman center technician: capable and honest; a friend in the auto repair business... the guy who was there to offer a hand when a car wasn't living up to expectations.

This program was designed to resurrect this trusted friend and use him to provide educational support for today's automotive consumer. Using the theme and then re-envisioning The Cottman Man as an animated character brought life to the series by offering tips on auto maintenance and repair considerations, to help make informed decisions about auto repair needs.

### STRATEGIES:

To simplify the explanations for common services and repairs, and make them relatable to the average individual.

A secondary strategy has been to add more general information on driving techniques and safety issues for the consumer. This new strategy was added to make the site a more desirable destination, by providing more education — and more value — to the consumer.





Corporate Website



Coloring Book



Founded in 1963, Cottman Transmission and Total Auto Care is a leading chain of transmission and total auto care service centers. Cottman specializes in every phase of automotive repair and maintenance including a specialization in servicing both automatic and manual transmissions. Cottman takes a "whole car" approach to auto care including brakes, tire care, oil changes, shocks, belts, hoses, cooling and overhauls. For more information please visit Cottman's website at [www.cottman.com](http://www.cottman.com).

LinkedIn



YouTube



Franchisee Website



Poster



Facebook



Cottman Blog

## RESULTS:

The independent franchisees have asked for more videos to be created to include a wide range of coverage for their customers, to help them understand the complexities of today's vehicle repairs and why it's important to pay attention to their vehicles. There will be additional videos being released to complement the video series.

Cottman created a separate page for all the videos to be shown on [www.Cottman.com/videos](http://www.Cottman.com/videos) and also expanded this theme into a coloring and an activities book, with a connect-the-dots picture, a word search, a maze, a compare-the-images page, and, images to be colored in to help educate the children on auto repair. This will be distributed at children's hospitals near Cottman centers.

We have and continue to syndicate this information on all our franchisee and national Facebook pages, on our national LinkedIn company page, created a playlist designated our YouTube Channel, created a category specific to the video series on our [www.thecottmanmanblog.com](http://www.thecottmanmanblog.com) and also have provided offline information to support the program as an integrated approach.

