



CREATIVE BRIEF

INTRODUCING COTTMAN'S NEW TRANSMISSION PHYSICIAN



OVERVIEW:

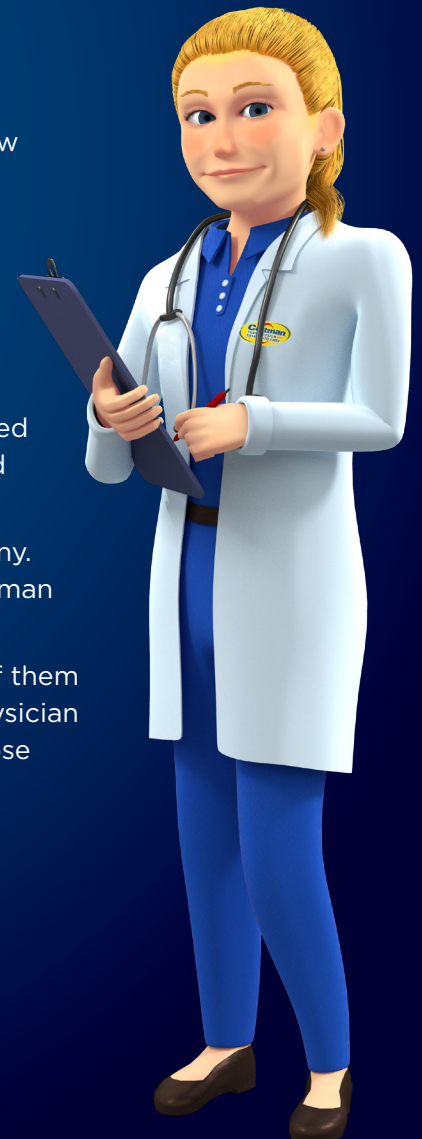
Cottman Transmission and Total Auto Care is pleased to introduce a new spokesperson to its customers: the Transmission Physician.

Actually the Transmission Physician isn't completely new to Cottman: It was a marketing figure used back in the day and while the Cottman Man has become Cottman's go-to expert on all things automotive, the Transmission Physician has always been a specialist in transmission technology and repair.

This is an important distinction, as many Cottman centers have expanded into total auto care and repair. But, at its core, Cottman centers are, and always have been, transmission specialty repair centers.

Cottman began over a half century ago as a transmission repair company. Cars have changed...customers' expectations have expanded...and Cottman has enhanced its business model to meet those needs.

But, no matter what else today's Cottman centers provide, every one of them is still proud to call itself a transmission specialist. The Transmission Physician is here to acknowledge and honor that commitment to the industry those centers so proudly represent.





Corporate Website



YouTube



Franchisee Website



Facebook



Poster



Window Gem

STRATEGIES:

Another distinction between the two Cottman spokespersons is more basic: Today's Transmission Physician spokesperson is now a woman...quite possibly a first for any automotive repair franchise anywhere in the world.

The Transmission Physician is Cottman's way of honoring all the women — past, present, and future — who've helped build the auto repair business into one of the largest, most important industries in the world.

The women of the auto repair industry are instrumental in helping build the automotive industry and we model our Transmission Physician in their likeness, in a tribute to their contribution.

Most important of all, the Transmission Physician recognizes that auto repair isn't relegated to any one gender.

It's about people — men and women alike — who work hard to provide terrific service to the motoring public.

