



CREATIVE BRIEF



TRANS **21** CHECK
PLUS
INSPECTION



INTRODUCING COTTMAN'S — NATIONAL CHECK YOUR — TRANSMISSION DAY

OVERVIEW:

Don't put off tomorrow what can be done today.

The same thing can be said about getting your car's transmission checked: As far as you know, there was nothing wrong with the way it was working yesterday and there's nothing wrong with it today. Checking the transmission created no change you could identify, so it seems like a waste of time and money...at least, to the untrained eye.

But, as every transmission technician will tell you, most transmission problems often occur slowly, almost imperceptibly in the beginning. Sometimes simply changing the fluid and filter can extend the life of your transmission by years.

That's why Cottman is naming October 21st National Check Your Transmission Day. And they'll perform a TransCheck 21 PLUS Inspection® to provide consumers with a complete picture of the condition of their transmissions.

The procedure is simple: You bring your car to your local Cottman Transmission and Total Auto Care center. They perform a TransCheck 21 PLUS Inspection, which includes checking your transmission's fluid, looking for leaks, examining its performance and looking for any computer system trouble codes that could indicate a problem.

From there, they'll give you a complete report on your transmission's condition, and recommend any services that might help improve your transmission's longevity. Maybe there won't be anything required, or maybe they'll recommend a service.



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And, to go along with catching problems early, every Cottman location is giving away gifts to their first customers! Catch transmission problems early, and get rewarded.

But, whatever they suggest, you can bank on two things: It'll cost a lot less than a complete transmission rebuild, and it'll extend the life of your transmission.

Sounds like a win-win, from any perspective.

OBJECTIVE:

To introduce consumers to today's Cottman Transmission and Total Auto Care centers, and help them get more miles out of their transmissions.

Ultimately, the objective of Cottman's National Check Your Transmission Day is to turn a consumer into a customer, by creating a relationship based on trust and value. And one of the easiest ways to do that is to help them avoid a major rebuild with a minor service or repair.

TARGET AUDIENCE:

Car owners who are open to the idea that early checks and maintenance can save them money. Women are often more receptive to this type of check than men, mostly because they generally don't assume they already know everything about their cars. They're more willing to listen and accept a legitimate suggestion, because they aren't predisposed to the idea that they know everything.

Men can be persuaded to consider a checkup, but the process is often different because they're under the impression that they're familiar with automotive technology and would recognize a problem with their cars more easily than a woman. They're usually wrong about that.

Today's automatic transmissions are highly complex devices, and a complete rebuild can be an expensive proposition. But, according to all the data available, regular checks and maintenance can extend the life of an automatic transmission.

So, every car owner could benefit from Cottman's National Check Your Transmission Day, if they're willing to take part.

STRATEGIES AND DESIRED RESPONSE:

By creating a day dedicated to having your transmission checked, Cottman is trying to take the idea of getting your transmission checked out of the realm of a service and into the world of a celebration. This is National Check Your Transmission Day! It isn't something to fear; it's something to enjoy...to celebrate!



NATIONAL CHECK YOUR TRANSMISSION DAY

The hope is that by giving the event a celebratory atmosphere, we can bring more consumers in to get their transmissions checked. And, since the National Check Your Transmission Day is being initiated by Cottman, only Cottman centers are celebrating this event...and only Cottman centers are offering the TransCheck 21 PLUS Inspection.

Very often, transmission problems start out small: too small for the average driver to notice. The first signs of a slip or chatter may be barely noticeable to anyone but the most skilled technician.

The technicians at today's Cottman centers are highly trained and experienced with automatic transmissions: It's even part of the company name. They're more likely to recognize small problems that the average consumer wouldn't think twice about.

And, thanks to Cottman's TransCheck 21 PLUS Inspection, they have a valuable tool to help them pinpoint the source of that tiny problem...long before it puts the transmission at risk. A simple repair may be all it takes to avoid a massive rebuild later on, and the cost will be spectacularly lower.

CONSTRAINTS:

Time. The National Check Your Transmission Day is a one-day event, so any hope of building a relationship with a new customer will have to be done quickly. This is often counterproductive, because customers usually need time to connect with the shop.

One way to extend the time limitation is to expand the celebration to the entire month of October which is Car Care Month. Another option for those centers closed on Saturdays is celebrate the week of or the following week. In addition, franchisees can remind customers throughout the year of the importance of this day. While customers do not need to wait for October 21st to have their transmission checked, the real importance of this day is awareness. We want to remind all customers their transmission is very important to their vehicles performance. Also to help as many customers as possible during that day would be to limit October 21 to the Cottman TransCheck 21 PLUS Inspection, and schedule a return visit for any services or repairs. This gives the center time to meet with more potential customers, and provide them with enough one-on-one time to help build a personal relationship. **Competitive Landscape:** Every transmission shop — and most general repair shops — would be happy to perform a transmission check, so the competition is intense.

But only a few shops have technicians skilled enough to create a viable service or repair recommendation from a short checkup. And only Cottman centers are celebrating National Check Your Transmission Day, and they're the only ones with access to Cottman's exclusive TransCheck 21 PLUS Inspection.

That's where Cottman is taking the lead, by letting consumers know how a transmission check can save them in the long run, and by offering to perform those checks as part of a celebratory event.



Corporate Website



Cup



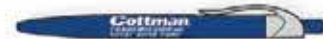
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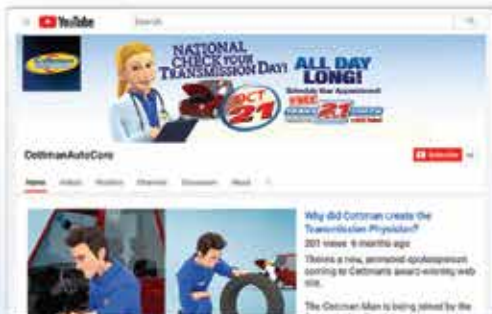
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