

JIFFY LUBE

COMMUNICATION ARCHITECTURE

CONTENT STRATEGY

CAMPAIGN 

Business 

ENGAGEMENT 

 Emotional  Functional

TRIGGER

We understand your anxiety and are committed to delivering a worry-free experience.

CONSIDER

We put you at ease because our knowledgeable technicians keep your car running right.

CHOOSE

We have the right training, right approach and the right deal, just around the corner.

SERVICE

We consult rather than sell, and our technicians recommend services based on OEM specs.

RETURN

You can drive away free from worry and keep your life moving.

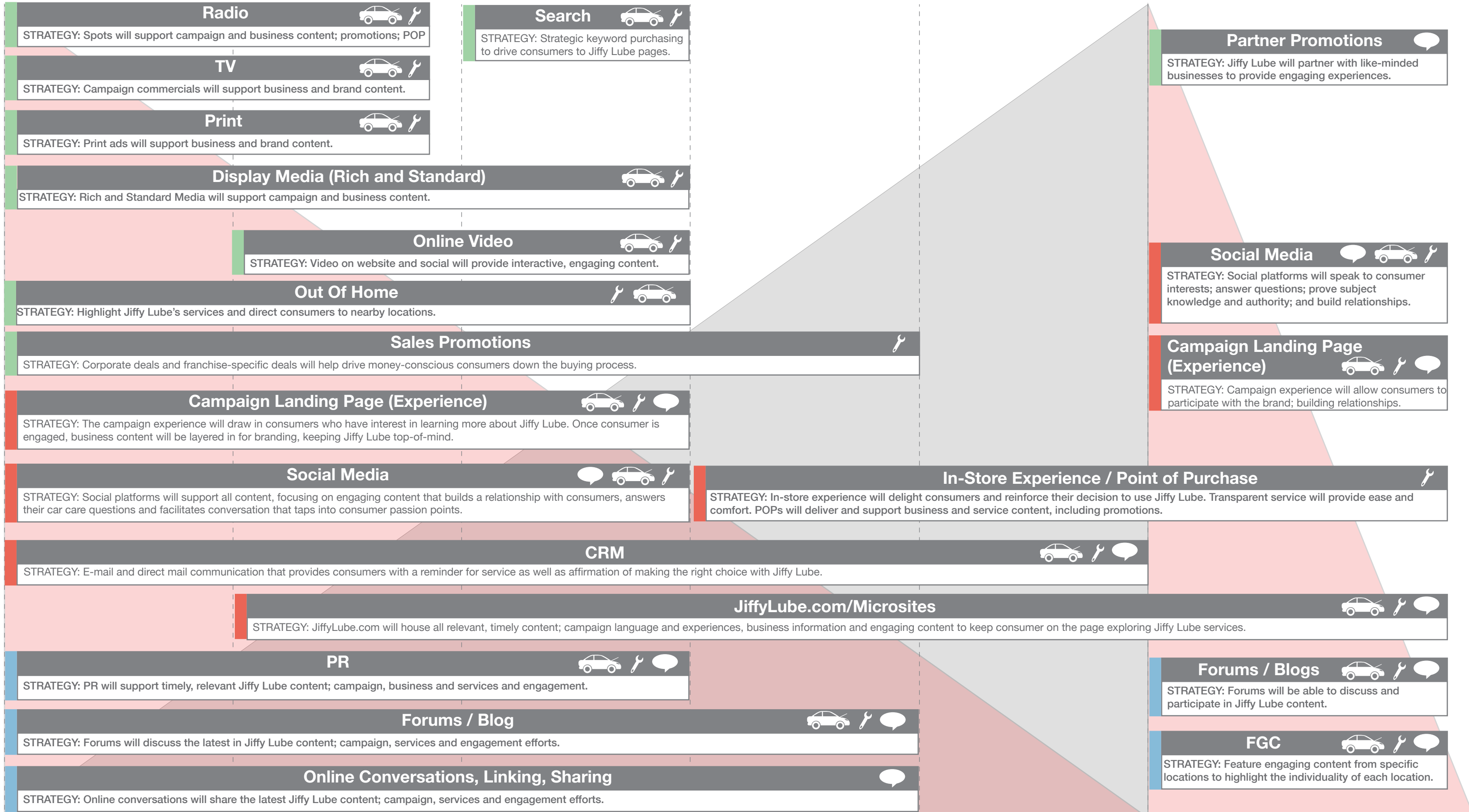
PARTICIPATION

You can count on Jiffy Lube for all your preventative maintenance needs, questions and experiences.

PAID

OWNED

EARNED



Partner Promotions
STRATEGY: Jiffy Lube will partner with like-minded businesses to provide engaging experiences.

Social Media
STRATEGY: Social platforms will speak to consumer interests; answer questions; prove subject knowledge and authority; and build relationships.

Campaign Landing Page (Experience)
STRATEGY: Campaign experience will allow consumers to participate with the brand; building relationships.

In-Store Experience / Point of Purchase
STRATEGY: In-store experience will delight consumers and reinforce their decision to use Jiffy Lube. Transparent service will provide ease and comfort. POPs will deliver and support business and service content, including promotions.