Emotional

Business **P**

Functional

ENGAGEMENT

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

knowledgeable technicians keep your car running right.

and the right deal, just around the corner.

STRATEGY: Strategic keyword purchasing

to drive consumers to Jiffy Lube pages.

Search

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

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

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

Radio

STRATEGY: Spots will support campaign and business content; promotions; POF

TV

STRATEGY: Campaign commercials will support business and brand content.

Print

STRATEGY: Print ads will support business and brand content.

Display Media (Rich and Standard)

STRATEGY: Rich and Standard Media will support campaign and business content.

Online Video

STRATEGY: Video on website and social will provide interactive, engaging content

Out Of Home

STRATEGY: Highlight Jiffy Lube's services and direct consumers to nearby locations

Sales Promotions

STRATEGY: Corporate deals and franchise-specific deals will help drive money-conscious consumers down the buying process.

Campaign Landing Page (Experience)

STRATEGY: The campaign experience will draw in consumers who have interest in learning more about Jiffy Lube. Once consumer is engaged, business content will be layered in for branding, keeping Jiffy Lube top-of-mind.

Social Media

STRATEGY: Social platforms will support all content, focusing on engaging content that builds a relationship with consumers, answers their car care questions and facilitates conversation that taps into consumer passion points.

STRATEGY: In-store experience will delight consumers and reinforce their decision to use Jiffy Lube. Transparent service will provide ease and

CRM

STRATEGY: E-mail and direct mail communication that provides consumers with a reminder for service as well as affirmation of making the right choice with Jiffy Lube.

JiffyLube.com/Microsites

STRATEGY: JiffyLube.com will house all relevant, timely content; campaign language and experiences, business information and engaging content to keep consumer on the page exploring Jiffy Lube services.

PR

STRATEGY: PR will support timely, relevant Jiffy Lube content; campaign, business and services and engagement.

Forums / Blog

STRATEGY: Forums will discuss the latest in Jiffy Lube content; campaign, services and engagement efforts.

Online Conversations, Linking, Sharing

STRATEGY: Online conversations will share the latest Jiffy Lube content; campaign, services and engagement efforts.



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

comfort. POPs will deliver and support business and service content, including promotions.

Forums / Blogs

















