

Lighthouse Carwash Campaign Brief

11/14/07

Campaign Name: Radio Instructions at Carwash

Campaign Dates: Start 1/15/07

Participating Locations: Avon first, then others

Campaign Manager: Amanda Kinslow

Marketing Circle: 1 – the carwash

Background / Overview:

Many first-time customers find using our carwash intimidating. There isn't an attendant to guide them through the process of getting a quality wash.

What is the objective, the purpose of the campaign?

To use an FM broadcast loop at the carwash to instruct the first-time customer on how to use the carwash. If we can increase the number of first-time users who have a good experience, we should increase the number of repeat visits.

What do we want to say?

1. The buzzers tell you what to do
2. Look for the instructional signs
3. Explain the treadle
4. Wipers for Supreme wash users—then turn off before wash starts
5. Double pass wash for Supreme and Best
6. Dryer timer
7. How to pay

How will we say it?

8. Record audio on CD
9. 2 Stanchion signs w/ station printed on it

Target audience: to whom are we talking?

To first time users or those still unsure how to use the carwash.

Any other important details?

10. If people don't read signs, where can we put the FM signs so people will read them?
11. Should there be background music under the speaking?
12. Whose voice should we use?

What do we need and when do we need it?

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|---------------------------------------|--------------|-------------|
| 13. Locate FM transmitter | Due 12/21/06 | Amanda |
| 14. Locate CD player | Due 12/27/06 | Amanda |
| 15. Design sign and budget | Due 12/28/06 | Amanda |
| 16. Determine FM band to use | Due 1/03/07 | Tim/ Amanda |
| 17. Ensure power is available at site | Due 1/03/07 | Tim |
| 18. Order devices/ signs | Due 1/05/07 | Amanda |
| 19. Write script | Due 1/09/07 | Amanda |
| 20. Record script | Due 1/11/07 | Amanda |
| 21. Install and test system at site | Due 1/15/07 | Tim/ Amanda |

Client / Account Service Checklist:

- | | | |
|-----------------------|-------------|-----------------|
| 22. Approve ordering | Due 1/02/07 | Mike, Norm |
| 23. Approve script | Due 1/10/07 | Mike, Norm, Tim |
| 24. Approve recording | Due 1/12/07 | Mike, Norm, Tim |