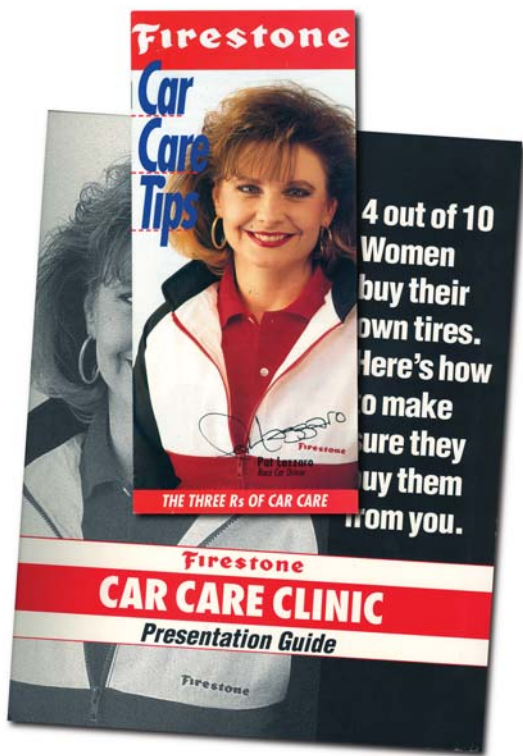




CASE STUDY | BRIDGESTONE WOMEN'S MARKETING PROGRAM

How do you entice your largest customer segment to overcome their hesitation about tire stores and buy more of your product? Educate them with one of their own.



PROBLEM Women purchase 49% of all new cars and 56% of new tires, a market opportunity too tempting for any tire company to overlook. But women disliked entering tire stores. So Frank and his Nashville agency team created a woman's marketing program to entice them in.

ACTION The program was structured on two levels. For dealers, seminars were held and communications implemented to help them better understand and serve women customers. They were lead by a professional female race car driver/mechanic named Pat Lazzaro to add credibility to the program's message. For consumers, basic car and tire information was compiled into a brochure titled "Car Care Tips" that was free to consumers via an 800# and customers via store visits. When Pat was in a market for a race, she also held women's car care clinics at stores and worked the media. Women's and industry trade shows were employed as additional tactics to improve how women embraced the Bridgestone and Firestone brands.

RESULT During a four-year period, the program visited more than 70 markets, making in excess of 172 million consumer impressions via the media and distributing more than 140,000 "Car Care Tips" brochures.