



OBSESSIVE CAR DETAILERS

- ADVERTISEMENT CONSULTATION -





THE PLAN



- STRENGTHS -

- O.C.D. is one of the only car detailers in the area.
- It holds a convenient downtown location in the shopping district of the city.
- O.C.D.'s pick-up and return service allows customers to have their cars cleaned, despite their busy schedules.



- WEAKNESSES -

- Does not have a sign in front of business
- Low community awareness
- Insufficient advertisement
- Higher rates than self-service stations

- OPPORTUNITIES -

- O.C.D. has the potential to grow and obtain clientele since it is one of the only car detailing companies in the area.
- O.C.D. has a great location and will benefit from having a sign in front of the shop.

- THREATS -

- Self-service car cleaning stations
 - Competition from cheaper self-service stations, along with other car detailers in Idaho Falls and surrounding areas
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OBJECTIVES & TARGET AUDIENCES

-OBJECTIVES-

- Increase awareness of the O.C.D. brand
- Increase potential sales

- PRIMARY TARGET AUDIENCE -

-The Local Community

With the local target audience we want to reach those who have potential to be long-term clients.

A good example would be younger families that have settled in the community long-term. These families have relatively new cars that they desire to keep in prime condition for years to come. The wives in these families are generally the decision makers in regards to budgeting and maintenance expenses. To better reach these families we plan on catering the advertisements to women who may feel uncomfortable going into any type of car garage. O.C.D. needs to uphold a clean and well-maintained reputation not only for work, but for the workspace as well.

- SECONDARY TARGET AUDIENCE -

-College Students

There is a large population of students in Rexburg. These students tend to be on tight budgets and don't have much money to spare on expensive, elaborate detailing. For this reason the \$22 Double Deuces package can be successfully targeted to this group. Within our campaign, we also have some ideas that will help build a returning base of college students for the four or so years they live in Rexburg. There may be a constant turnover, but once O.C.D. is well-known on campus, there will always be students replacing those who move.



COMPETITORS





- O.C.D.'S COMPETITION -

O.C.D. has at least one local competitor at Ray's Chevron. It offers interior cleaning from \$40-46, carpet cleaning at \$39.99, upholstery cleaning at \$28.95 and car washes from \$5-13.

The closest large competitor is Cardons in Idaho Falls. Cardons does everything from very basic car washes to full interior/exterior detailing. Cardons also has a lube shop, gas pumps, a gift shop, a deli and free self-serve vacuums. Cardons pricing is very competitive and hard to beat. However, Cardons is in Idaho Falls and many people in Rexburg, Rigby and surrounding areas may not want to drive that far to get their car detailed.

Soapys Auto Wash, also located in Idaho Falls, schedules appointments and permits walk-ins for some of their less-expensive packages.

There are a few private individuals in Rexburg who do detail work. They don't have storefronts and services are mostly by appointment only.



STRATEGIES

- WINDOW WASHING -

Someone in a white jumpsuit or O.C.D. t-shirt, with window cleaning supplies, will wait by the stoplight nearest the store location. When a car stops at the light, he/she runs out and washes their windshield and gives them a flyer which will include information about services and prices. This tactic will be carried out once or twice every couple months.

Most print shops will print black-and-white flyers for around 5 cents per page. If the fliers are quarter-page size it will cost just over a penny. If the fliers are half-page size then a flyer will cost about 2.5 cents. Most flyers printed in color will cost about 50 cents per page (or 25 cents per half-page or 12.5 cents per quarter-page).

Advantages:

- Low printing cost to O.C.D.
- Will attract a lot of attention from primary and secondary audiences

- AIR FRESHENER/PUNCH CARDS -

Air fresheners are an essential part of the car cleaning experience. O.C.D. will provide a free air freshener that serves as a punch card. It will be printed with the company logo, contact information and a reminder for what date the customer should return for their next cleaning. After returning five times, the customer will receive \$22 off their next detailing.

The air fresheners will be a perfect little billboard hanging in customers cars for other passengers to see. It will serve as a constant reminder of O.C.D.

Air fresheners are available online from a variety of vendors with prices ranging from \$1.84 per piece when you buy 200, to 30 cents per air freshener when you buy a package of 10,000 air fresheners.

Advantages:

- Punch cards increase customer loyalty
- An air freshener will serve as a reminder to come back
- Innovative and unique way to advertise

STRATEGIES

- CAR WRAP ADVERTISEMENT -

Car wraps have proven to be an effective form of advertising. According to the American Trucking Association, wrap advertisements have been found to have a 97 percent recall rate. This means that 97 percent of those surveyed remember seeing the wrapped cars. Of those who recalled seeing the wrapped car, 91 percent were able to recall some of the text used, and 80 percent remembered specifically what was being advertised. This resulted in an average increase in sales of 107 percent.

This effectiveness comes at a price. The less expensive vinyl that tends to wear out after a couple of years ranges from \$5-8 per square-foot. To have a full-size car wrapped in this material, it costs anywhere from \$500 to over \$1,000 depending on the complexity of the graphics and how much of the car is actually covered. There is, in many places, a higher-quality option that has been proven to last upwards of five years. This higher-quality material tends to cost between \$12-18 per square foot. This puts the cost of a full-size car around \$2,000-3,000.

Partial car wraps and spot decals are also available. Prices range anywhere from \$200-800 depending on the size and level of detail. However, the smaller decals are less noticeable.

Advantages:

- High reach and frequency
- High recall
- High visibility

STRATEGIES

- ADVERTISING VIA CRAIGSLIST -

The website www.craigslist.org has been a national classified and forum website for over 10 years. It now services 50 countries in 6 languages. Craigslist has been used by businesses in a variety of markets as an effective tool for advertising. In Rexburg, an area dominated by price-conscious residents, those looking for services and reasonably-priced items visit Craigslist.

To implement Craigslist for O.C.D. we would write up an advertisement and take multiple pictures to post with it. The photos would most likely include a before shot of a car, an after shot of the same car, the business, and a listing of packages and prices. Craigslist can become a very successful tool for O.C.D. because of its effectiveness for raising awareness of the company at no cost and with a small time investment.

Advantages:

- Craigslist is a free tool. After a user signs up for an account they are allowed to post ads without reoccurring fees.
- It is quick and easy. The site uses a preset template that allows the user to post a title, location, business address, description of services and products offered. Up to four pictures may also be included at no fee.
- O.C.D. can have its ads posted specifically to eastern Idaho. Users may also post their address in the ads, which will be linked to Google Maps to help customers locate the business quickly.

- OTHER SUGGESTIONS - FOR O.C.D.

- Direct mail
- Taglines
- Surveys
- Sign that is bright and colorful
- Logo that will help brand the company
- Clean garage to reflect well on the brand
- Ads in the Post Register and the Standard Journal
- Ads in the BYU-Idaho newspaper, Scroll



CONCLUSION





O.C.D. needs to improve branding and advertising to combat the community's unfamiliarity with the business. Such advertisements should be targeted towards primary and secondary audiences to facilitate the formation of a brand reflecting a professional establishment. A sign in front of the business would be a catalyst for this cause; it would inform the public and allow them to easily find it.

As the first car detailing business in Rexburg, new clientele would be easy to keep. Competition for O.C.D. is far away so they do not present much threat.

O.C.D. also needs to advertise the \$22 Double Deuces package to college students who may lack the funds to purchase other services from O.C.D. Raising community awareness of the business can be done through advertisements in local newspapers.


