



2019 Greater Minnesota Advertising Campaign

Get to Know Your Neighborhood Auto Repair Pro™

Independent mechanics ranked higher than dealership servicing for customer satisfaction, price, quality, courteousness and on-time repairs.

~ Consumer Reports Survey

The Power of AASP-MN:

For just under \$115 a week, we can work together to create an exciting creative campaign that will directly benefit your individual shop!

Most members don't have the time, resources or expertise to create a professional marketing and creative campaign that reaches thousands of people consistently. For just under \$115 a week, choose your two-month window in 2019. Your shop's name and benefits will be promoted on Pandora Radio over and over to current and potential customers.

Primary Program: Pandora Internet Radio

Pandora Internet Radio is a top internet music streaming service. It delivers your radio spots to registered listeners and will be targeted by the county you choose.

Added Schedule Program

Shops committing to the primary program can also invest in additional schedules on Pandora Internet Radio.

We need 10 member shops to sign up for this option.



SIGN ME UP!

- Pandora Internet Radio Program \$1,000
- Added Schedule Program – Pandora Internet Radio Program \$ _____
- Total 2019 Commitment..... \$ _____

Payment schedule: First half of total invoice amount due on April 30th, 2019.
Second half of total invoice amount due on August 31, 2019.

Print Name _____ Signature _____ Date ____ / ____ / ____

Target Pandora listeners in the following county:

Print County Name _____

Check **two consecutive** months you would like your **Pandora Radio** schedule to air:

- May June July August September October

Questions? Contact: aasp@aaspmn.org

Talk to other greater Minnesota shops who've used the AASP-MN "Get to Know Your Neighborhood Auto Repair Pro™" marketing program. Call us at 612-623-1110 for member contact information.

Return this form by Friday, March 8, 2019

Email or Fax this form to the AASP-MN office: Email: aasp@aaspmn.org; Fax: 612-623-1122
Final program details announced when shop sign-up is complete.



Radio Script:

Get to Know Your Neighborhood Auto Repair Pro™

:30 FAMILY REUNION

SFX: (ambient outdoor picnic sound effects)

Man: Great family reunion honey but who's that?

Woman: Oh that's Bob; our independent neighborhood auto repair pro.

Man: Why's he here?

Woman: He's like family—I really trust him so I asked him to come. You'll like him...he's so easy to talk to. "Hi Bob!"

SFX: (beep, beep)

TAG/Anncr: Meet Sara Kvale at Bee Line Auto Care in Wyoming, proud members of Alliance of Automotive Service Providers of Minnesota.

Find your trusted neighborhood auto repair pro at auto-repair-pro-dot-net.

Radio Script:

Get to Know Your Neighborhood Auto Repair Pro™

:30 NEIGHBOR

Woman: I was trying to figure out where to get my car fixed so I asked my neighbor...

Man: "You know Katie, the shop right down the block is great.

Woman: He was right. It's an independent auto repair shop owned by pros you can really trust. I couldn't believe how happy I was with their work!

SFX: (beep, beep)

TAG/Annncr: Meet Sara Kvale at Bee Line Auto Care in Wyoming, proud members of Alliance of Automotive Service Providers of Minnesota.

Find your trusted neighborhood auto repair pro at auto-repair-pro-dot-net.