



2019 Twin Cities 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 \$125 a month, 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 \$125 a month, April through October 2019, your shop's name and benefits will be promoted over and over to current and potential customers.

Primary Program: 30 Second Radio Spots

- Radio spots air on metro area stations KQRS 92.5 FM, KS95 94.5 FM & WCCO 830 AM, all highly-rated radio stations.
- 30-week schedule, April - October, 2019.

Added Schedule Program

Shops committing to the primary program can also invest in additional schedules on KQRS 92.5 FM, KS95 94.5 FM & WCCO 830 AM or **Pandora Internet Radio**. Pandora internet radio is a top music streaming service. It delivers your radio spots to registered listeners and will be targeted by the county you choose. We need 10 member shops to sign up for this option.

Bus Tails Program

Out-of-Home Bus Tails are a perfect way to reach metro drivers as they face traffic.

- Bus Tails will be Neighborhood Auto Repair Pro branded.
- A minimum of 43 members must sign up for the campaign in order to add bus tails to the marketing mix. Stay tuned!



Sign Us Up! Check Boxes That Apply

- Primary Program** – KQRS-FM, KSTP-FM, WCCO-AM..... \$1,000
- Optional Added Schedule** – Increase my shop’s promotion with \$1,000 increments on the station(s) selected and billed as stated below*.
- KQRS-FM 92.5 FM, we would like to invest an additional..... \$1,000
 - KSTP-FM 94.5 FM, we would like to invest an additional..... \$1,000
 - WCCO 830AM, we would like to invest an additional..... \$1,000
 - Pandora Internet Radio, we would like to invest an additional..... \$1,000

Totals

Primary Program..... \$ _____

Optional Added Schedule..... \$ _____

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 ____ / ____ / ____

If selecting the Pandora option, please target listeners in the following county:

Print County Name _____

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

- May June July August September October

Questions? Contact: aasp@aaspmn.org

Talk to other Twin Cities area 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 Brian Hartmann at Hopkins Auto Service downtown Hopkins or Troy Voehl at LeRoy's Auto Center in Bloomington, 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)

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