

MEDIA OVERVIEW

Traditional media vehicles offer tremendous value; however, the explosion of diversified media over the past decade has led to additional ways to connect with consumers.

How people gain information today is much different from the past. Consumers now have the option to accept only those marketing messages that are truly relevant to them and the ability to tune the rest out.

The challenge is that today's tire dealers can no longer rely on one or even two media vehicles to influence shoppers.

Every medium has value, but not for every situation. Even the most creative message in the world will not be seen if the media placement isn't right. Each medium should be analyzed in reference to:

- Geographic coverage – the location/radius of the audience you would like to reach
- Audience delivery – distribution to the desired target audience
- Ability to deliver the creative message – creative is available or can be made to optimize the message within each media placement
- Timeliness – when you would like the message deployed
- Overall costs – how much money is available to cover production, creative, programming, interactive, tracking, etc.
- Cost efficiency – where efficiencies can come from the campaign, media mix and added value
- Budget parameters – what budget is available for the media campaign

You will find information about media programs available to you on the following page.



BLIMP RELATIONSHIPS

It's often said that an event isn't "big" until the Goodyear Blimp is a part of it. The Blimp, one of the most recognized corporate icons, builds Goodyear brand awareness, enhances customer relationships and drives differentiation within the Goodyear marketplace. Goodyear has provided aerial coverage to marquee events like the NBA Finals, MLB Playoffs, NCAA Championships (football and women's basketball), the Kentucky Derby and many others. Moving forward, the Blimp will continue to cover marquee events and expand to cover community events as well.

BENEFITS:

Goodyear can leverage this unique asset in multiple ways to provide value to Dealers.

- Broad brand recognition
- Positioning as a sales tool through promotional opportunities that deliver Blimp rides directly to customers and build relationships

TAKE ADVANTAGE OF THIS ASSET!

For more information, contact Emily Cropper at Emily_cropper@goodyear.com or 330-796-3823.



RACING RELATIONSHIPS

Goodyear's position as the Official Tire of NASCAR® and NHRA® provides Dealers the opportunity to leverage these relationships to differentiate themselves from competitors.

Fans of both sports are favorable to Goodyear® and are more likely to purchase and recommend the Goodyear brand. Reinforcing these relationships in advertising and at the point of sale helps to strengthen that connection and your location as a retailer of choice for these consumers.

Dealers are encouraged to tie in with national efforts or develop other promotions taking advantage of Official Tire assets to further benefit from this relationship.

TAKE ADVANTAGE OF THESE RELATIONSHIPS!

To get started, please contact your Goodyear Sales Representative.



NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc. NHRA® names and logos are registered trademarks of the National Hot Rod Association and used with permission.



GOODYEAR® COTTON BOWL CLASSIC

Goodyear's position as the Official Tire of the College Football Playoff and the title sponsor of the Goodyear Cotton Bowl Classic provides Dealers the opportunity to leverage these events to drive traffic and grow Goodyear tire sales. Reinforcing these events in advertising and at the point of sale helps to strengthen the connection for college football fans and Goodyear through your location.

Dealers are encouraged to utilize Goodyear-produced collateral, tie in with national promotional efforts or develop other promotions taking advantage of the Official Tire and title sponsorship of the Goodyear Cotton Bowl Classic.

INFORMATION AND ASSISTANCE:

To get started, please contact your Goodyear Sales Representative.

