

**Entrant's Name:** Stanley Liu – Account Director  
**Organization's Name:** Golin/Harris International, Inc., Taiwan Branch  
**Category:** 7.1 Marketing Communication: Industrial, manufacturing, commercial, retail sales  
**Time Period of Project:** January - December 2002  
**Title of Entry:** STP & Armor All Annual Marketing Communication Program  
**Brief Description:** STP & Armor All, the biggest car-care products supplier in the United States, approached Golin/Harris (G/H) Taiwan to create a marketing communications campaign for 2002 without advertising support. Golin/Harris Taiwan designed an annual plan targeting industry and general media, as well as elements including a sales promotion, a “Classical Cars Championship”, consumer behavior survey, and panel discussion to announce the survey results. *As a result, the sales of STP & Armor All grew 30% over 2001.*

## NEED AND OPPORTUNITY

### Background:

- Given local customs and space limitations for Do-It-Yourself (DIY) car care, car owners in Taiwan seldom purchase products such as fuel & oil additives, cleaners, and protectants. In terms of human population density, Taiwan is second only to Bangladesh so space is extremely tight. On the whole, car owners in Taiwan leave maintenance to workshops, neighborhood car washes, and car care chains. However, this was set to change.
- The two brands – STP (fuel & oil additives) and Armor All (cleaners, washes, protectants, and tire & wheel care) enjoy significant recognition and strong market share in markets such as the United States and Australia, but despite entering the Taiwan market two decades ago, the brands suffer much weaker brand awareness compared to competitors such as 3M, and other international brands. However, these other foreign brands tended to target the professional car cleaning market with premium prices, therefore shutting out individual purchasing.

### Business Need:

- Build up the Do-It-Yourself (DIY) car care market momentum in Taiwan by:
  - 1) Identifying and securing academic spokespersons for publicity opportunities throughout the year
  - 2) Strategically pitching stories to both general media and industry media for in-depth, technical features in relation to the benefits of DIY car care including automobile appearance and performance

- Build brand awareness and enthusiasm for the brand, and thus increase sales of STP & Armor All by:
  - 1) Leveraging sales promotions planned by its local distributor
  - 2) Conducting a “Classical Cars Championship”, to attract average car owners and setup role models for average car owners
  - 3) Holding a panel discussion to release consumer survey results in relation to car care behavior and the auto market\

Opportunity:

- The local economy has been at its lowest ebb as economic growth hit –1.9% in 2001, before recovering slightly in 2002. Poor economic conditions after the “hey days” of the mid 1990s have made consumers moderate daily spending, giving G/H the opportunity to highlight the cost and lifestyle benefits of DIY car care.

Based on qualitative and quantitative market research conducted among car owners during 2001, G/H discovered that there was a recent trend of consumers purchasing car care products at retail/department stores, moving slightly to replace the professional cleaning workshop as the key point-of-sales. This was trend was also supported by surveys of leading auto care experts from local vocational schools.

## **INTENDED AUDIENCES**

Secondary research garnered by G/H indicated that consumers rely on professional consultants or media reports to choose car care products and services. With this in mind, it was clear that the campaign needed to target:

- Car owners
- Media: (Given that there was no advertising budget)
  - General Media
  - Auto-related media
- Sales Channels: (these were the key point-of-sales based on STP & Armor All market research)
  - Car care chains at retail and department stores

## **GOALS/OBJECTIVES**

Objectives:

- Increase STP & Armor All sales
- Build up “market leader” image among consumers, media, and channels
- Strengthen business relationships with key point-of-sales outlets
- Increase the brand’s visibility in target media

- Increase car care Do-It-Yourself (DIY) trend

## **SOLUTION OVERVIEW**

From planning and research, G/H recognized that to meet the sales objectives outlined above, the four other objectives would be crucial – enlist creditable spokespeople, conduct a strong sales promotion, build good relationships with sales channel partners, and create and execute an outstanding media relations program.

### Spokespeople:

In order to position STP & Armor All as leaders in the car care products field, we needed to appoint two spokespeople who were recognized as industry experts. We identified and enlisted two teachers in automobile studies department of a local college to edit the technical features for local auto magazines throughout the year based on prearranged topics outlined by G/H. After G/H provided presentation training, the two teachers acted as spokespeople for radio and television interviews throughout the campaign.

### Sales Promotion:

After we developed correct and desirable messages that would be covered by the media, we also needed to enhance business relationships with car care chains with retail/department store outlets - where consumers shop.

To support the channel we developed two different sales promotions to push the DIY message. In January, we held a “Million Dollar Car Race” conference at Warner Village, Taipei’s leading entertainment district, to demonstrate high-end remote-controlled car racing by Taiwan national champions. At the same time we announced the remote-controlled car lucky draw campaign that was launched in the channel. Through this eye-catching event, the brand obtained enormous exposure in the media and to the public.

In June, we invited car owners to participate in the “Online Classical Cars Championship Poll” where consumers voted for their most loved cars while conducting an online behavioral survey. The competition was promoted in a joint promotion with udn.com, Taiwan’s biggest news site. Each candidate posted a picture with their car and listed tips on how to maintain their car. Over 66,000 surfers viewed the contest pages where they read about the brand and product introductions. Of those visiting the site 2,856 people voted and conducted the survey over a period of 12 days. Later, in July, we held a ceremony to reward the winners and to demonstrate the car care role models in front of the media.

### Sales Channel:

Finally, in October, we invited a representative from Taiwan's "Auto Fan Club" and a representative from one of the largest car care chains to join our panel discussion and deliver our consumer survey results generated from the "Online Classic Auto Beauty Contest." The event was well attended by the media and further strengthened the image of STP / Armor All as industry leaders, as well as cemented the relationship with car care chains and automobile fans.

Through participating in the panel discussion, our target sales channel (Yellow Hat) got the opportunity to understand consumer profiles and behavior based on our research. In return, the target car care chain shared its views and market data of the DIY car care market in Taiwan. The panel discussion not only positioned STP & Armor All as the market leader, but also established firmer business relations with one of the biggest car care chains in Taiwan.

#### Media Relations:

Based on research presented by STP & Armor All, we targeted auto magazines where car care consumers seek product information and recommendations. Utilizing our spokespeople we placed a series of editorials throughout the year in key auto media.

Besides on-going seasonal topic releases, the "Online Classical Cars Championship Poll" panel discussion was the first-of-its-kind event held in Taiwan. It gave the media an in-depth understanding of the market as well as presented our client as a market leader. See attached media coverage in the work sample.

### **IMPLEMENTATION AND CHALLENGES**

Golin/Harris Taiwan managed to conduct this yearlong communications program at a total cost of less than US\$90,000 (Fee was US\$60,000). This included PR fee, spokespeople enlistment, event expenses, online campaign, and out-of-pocket expenses.

We could not have implemented the annual communications program so successfully without a precise media plan developed based on a strong understanding of the business and the media. First, given the fact that most consumers did not conduct their own car care, competitors had invested in advertising-only campaigns that did little to educate the media and consumers. Secondly, we needed people of different specialty backgrounds to participate in our events to add authenticity and credibility. We managed to identify these specialists and enlisted appropriate spokespeople such as professors, professional remote-controlled model car racers who represented Taiwan team, auto enthusiasts, and car care chain representatives.

## RESULTS

The program was completed within a very limited budget without any advertising. It achieved its business objectives with significant growth in 2002 revenue compared to 2001:

### STP

Fuel & Oil Additives +43.5%

### Armor All

Tire & Wheel Care +32.3%

Protectants +24.9%

This successful program brought much better relations to the retail outlets and both brand's shelf facing (how the goods are displayed and placed on the shelf) was much better positioned in 2002. In Taiwan's largest chain of supermarkets, French retailer Carrefour, products were placed on the "gold shelf" in the "Car Care Department" because of the enormous off-take rate during the year. This was a huge marketing coup for STP / Armor All.

STP & Armor All is now the most frequently covered car care brand in the Taiwan media. In 2002, STP & Armor All achieved 213 media placements in auto magazines (technical features), daily newspapers (daily and seasonal car care tips), radio programs (car care tips and consulting), television programs (news and car care demonstrations), with an equivalent advertising value of over US\$1.5 million.

For Golin/Harris Taiwan, the annual communication program resulted in PR retainers that have continued into 2003, giving Golin/Harris Taiwan one of its largest retainer clients.