

Case Study: Great American Tire

Client continues advertising with Money Mailer for **13 years** due to a consistently positive experience.

Situation:

Great American Tire, an auto center out of Illinois, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To attract customers, the front of the ad showcases their partnership with the NFL along with an offer for \$40 off a set of 4 tires. On the back of the ad, savings are offered on a wider range of products and services in order to appeal to a larger audience.

Results:

The owner shared that the advertising is consistently helping him grow the business, even through hard times, like the recession in 2008. He noticed that there is a huge difference in customer loyalty with Money Mailer consumers, since they always look for their coupons in the envelope and come in for multiple services, including oil changes and overall vehicle maintenance. Great American Tire has now been advertising with Money Mailer for 13 years.

Front of ad:



Back of ad:

