



The experience you want.™

## **Building the Firestone Complete Auto Care™ Brand:**



**J.B. Davis,**  
**Manager of Brand Strategy**

# Marketplace Challenge

## Extensive Analysis Revealed Market Shifts



# Marketplace Challenge

## Not Positioned to Respond



# Not Positioned to Respond





# Not Positioned to Respond



**Firestone MasterCare Service Menu**

	STANDARD	PLUS	PREMIUM
<b>Brake Service</b>	• Inspect front & rear brake system • Adjust front & rear brake pads • 12 Months / 12,000 Mile Warranty	• Inspect front & rear brake system • Adjust front & rear brake pads • 12 Months / 12,000 Mile Warranty	• Inspect front & rear brake system • Adjust front & rear brake pads • 12 Months / 12,000 Mile Warranty
<b>Oil Change</b>	• 100% Synthetic Oil • 100% Synthetic Oil • 12 Months / 12,000 Mile Warranty	• 100% Synthetic Oil • 100% Synthetic Oil • 12 Months / 12,000 Mile Warranty	• 100% Synthetic Oil • 100% Synthetic Oil • 12 Months / 12,000 Mile Warranty
<b>Tune-Up</b>	• Inspect & Adjust Spark Plugs • 12 Months / 12,000 Mile Warranty	• Inspect & Adjust Spark Plugs • 12 Months / 12,000 Mile Warranty	• Inspect & Adjust Spark Plugs • 12 Months / 12,000 Mile Warranty
<b>Wheel Alignment</b>	• 12 Months / 12,000 Mile Warranty	• 12 Months / 12,000 Mile Warranty	• 12 Months / 12,000 Mile Warranty
<b>Wheel Balance</b>	• 12 Months / 12,000 Mile Warranty	• 12 Months / 12,000 Mile Warranty	• 12 Months / 12,000 Mile Warranty

**APPLY TODAY FOR YOUR AUTOPASS CARD**

## Apply Today!

**90 Days Interest FREE\***  
Minimum monthly payment required

Affordable Monthly Payments as Low as \$10 Per Month!	For Balance Up To	Monthly Payment*	For Balance Up To	Monthly Payment*
	\$262	\$10	\$487	\$19
	\$287	\$11	\$587	\$23
	\$312	\$12	\$687	\$27
	\$337	\$13	\$787	\$31
	\$362	\$14	\$887	\$35

*\*Special offers exclusively for cardholders. No annual fee. National.*

# Marketplace Opportunity

## **Solution:**

**Evolve From Operations Focus  
to Operations Focus and Brand Focus  
By Building A *Strong Retail Brand***

**But What Is A “Strong Brand”?**

**BRAND  $\neq$  LOGO**

# Marketplace Opportunity

## **Solution:** **Brand, Operations Work Together**





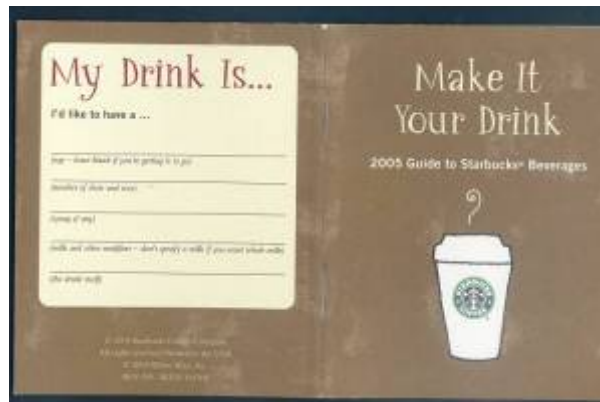
# Marketplace Opportunity

## **Solution:** **Brand Work As A System**



# Marketplace Opportunity

## Solution: Brand Work As A *System*



# Marketplace Opportunity

## **Solution:** **Brand, Operations Work Together**



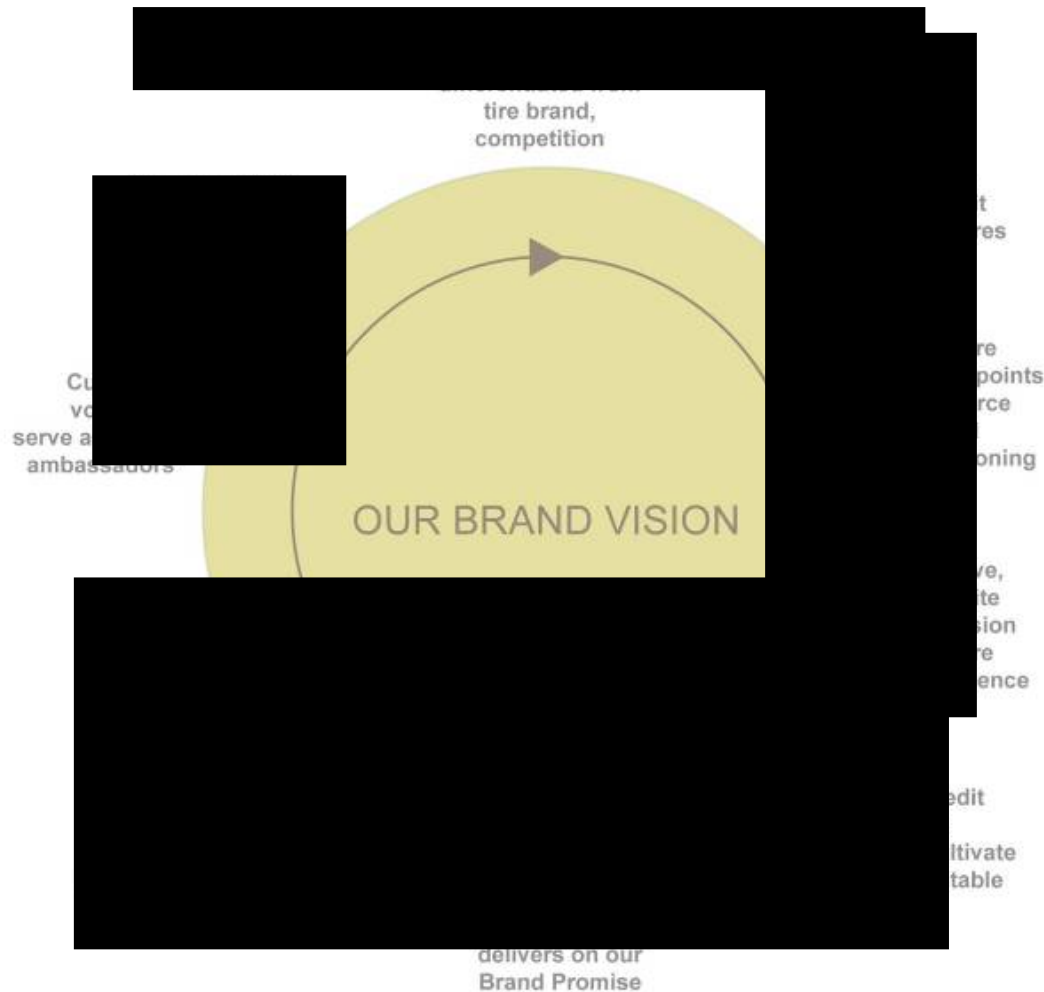
NORDSTROM

Best Buy Changed the In-Store Customer Experience (and Moved From An Untenable Price Positioning) By Changing from Commission to Salary Structure

Nordstrom Empowers Their Line Employees

# Marketplace Opportunity

## **Brand Strategy #1:** **Develop Long-Term Vision of Brand's Role**





# Marketplace Opportunity

## **Brand Strategy #2:** **Develop Meaningful Brand Architecture**

**Ron Seagle**

Vice President Southeast Zone

**BFS Retail & Commercial  
Operations, LLC**

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Marietta, GA 30062  
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770.321.2349 (Facsimile)  
rseagle@bfusa.com (E-mail)

**BRIDGESTONE**

**Firestone**

**MasterCare** Car Service

*our mission*

*Committed to providing  
a Positive Customer  
Experience...Every Time.*

# Marketplace Opportunity

## **Brand Strategy #2:** **Develop Meaningful Brand Architecture**



Corporate Brand



The experience you want.™

Retail Brand



Product Brands

**MasterCare®** \*\*

ASE-Like Certification Program

# Marketplace Opportunity

## **Brand Strategy #2:** **Develop Meaningful Brand Architecture**

**Nicholas T. Papagiorgiopolous, Jr.**  
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[www.FirestoneCompleteAutoCare.com](http://www.FirestoneCompleteAutoCare.com)

## Marketplace Opportunity

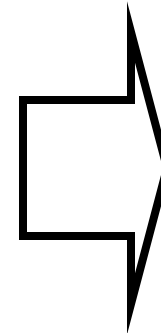
### **Brand Strategy #4:** **Support Positioning Through Revitalized Identity and** **Powerful / Double-Meaning Tag Line**



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# Marketplace Opportunity

## **Brand Strategy #5:** **Create Tools for Other Brand-Builders**



# Marketplace Opportunity

## **Brand Strategy #6A:** **Build Retail Brand Differentiated From Parent, Competition**



# Marketplace Opportunity

## **Brand Strategy #6B:** **Create Retail “Stopping Power”**





# Marketplace Opportunity

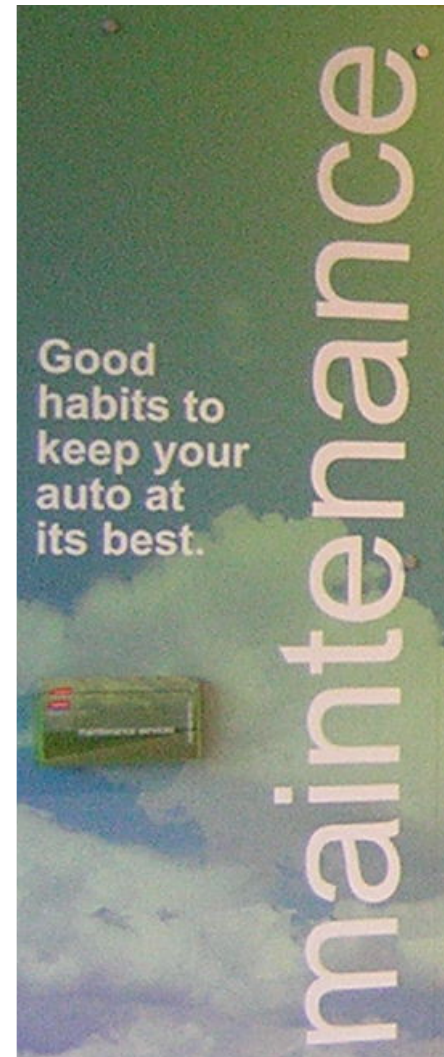
## **Brand Strategy #6B:** **Create Retail “Stopping Power”**





# Marketplace Opportunity

## **Brand Strategy #6C** **Communicate Full Service (Mr. T) Proposition**



# Marketplace Opportunity

## **Brand Strategy #6D:** **Improve Shopability**



## Marketplace Opportunity

## **Brand Strategy #6D:** **Improve In-Store Shopability**





# Marketplace Opportunity



**Brand Strategy #6E:**  
**Remove Barriers to**  
**Improve Relationships**

# Marketplace Opportunity

## **Brand Strategy #6E:** **Remove Barriers to Improve Relationships**



# Marketplace Opportunity

## **Brand Strategy #6F:** **Create Trust Through Transparency,** **Reinforce Mr. T and Support Brand**

trusted service.  
competitive prices.

maintenance		repairs		tires	
complete vehicle inspection	\$ 19.99	standard alignment	\$ 69.99	4-tire rotation	\$ 19.99
oil & filter change (up to 5 quarts)	\$ 19.99	lifetime alignment	\$119.99	lifetime wheel balance (per wheel while purchase only)	\$ 15.99
transmission flush	\$ 59.99	brake service (standard front-wheel disc)	\$119.99	wheel balance (per tire)	\$ 9.99
complete radiator flush	\$ 59.99	fuel system cleaning	\$ 79.99	valve stems (per tire)	\$ 2.99
tune up (4 cylinder, 6 & 8 slightly higher)	\$ 59.99	shock absorbers (per shock + \$10.00 installation)	\$ 29.99 + \$10.00 install	tire installation	free with purchase
a/c service (performance check)	\$ 39.99	battery (recharge) (+ \$10.00 installation)	\$ 79.99	flat repair	\$ 12.99



# Marketplace Opportunity

## **Brand Strategy #6G:** **Look Like the Market Leader**



# Marketplace Opportunity

## **Brand Strategy #7:** **Web Strategy = Brand Strategy**

The screenshot displays the Firestone MasterCare website. The top navigation bar includes links for Fleet Services, Careers, and Contact MasterCare. A left sidebar contains links for My MasterCare, MasterCare Services, Tires, Service Centers, Coupons & Promotions, Car Care, Customer Feedback, and About MasterCare. Below these are links for Credit Cards, Online Payment, and SUV Service, followed by a Store Locator with a zip code input field. The main content area features a large banner for Firestone MasterCare Car Service with the tagline 'Are You Getting MasterCare?'. Below the banner, it lists 'Complete Vehicle Service', 'Nearly 1500 Service Centers Nationwide', and 'Evening and Weekend Hours'. A section titled 'All Services Are Backed by our Triple Guarantee' includes three boxes: 'TRIPLE Guarantee', 'MasterCare SUV Service', and 'SCHEDULE AN Appointment'. To the right, there are 'Special Offers' for Bridgestone tires and a 'Winter Savings Package', a 'Promotions' section for MasterCare Car Service coupons, and a 'Driver's Edge' sponsored by Bridgestone. At the bottom, there are sections for 'The MasterCare Experience' with a customer testimonial, 'Why Choose Synthetic Oil?', 'Firestone Credit Cards', 'America's Legendary Drives', 'Driver Resource Series', 'Car Care Academy', and 'MyMasterCare'.

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Media Mail Print Print Preview

Address <http://www.mastercareusa.com>

Fleet Services Careers Contact MasterCare

My MasterCare®  
MasterCare® Services  
Tires  
Service Centers  
Coupons & Promotions  
Car Care  
Customer Feedback  
About MasterCare®

Credit Cards  
Online Payment  
SUV Service

Store Locator  
Enter Zip  Go

**Firestone MasterCare Car Service**  
Are You Getting MasterCare®?

Complete Vehicle Service  
Nearly 1500 Service Centers Nationwide  
Evening and Weekend Hours  
All Services Are Backed by our Triple Guarantee

**TRIPLE Guarantee**  
MasterCare® Car Service means it's fixed right, priced right, and right on time...guaranteed.  
[Find Out More >>](#)

**MasterCare® SUV Service**  
A faster, more convenient way to service your SUV.  
[Find Out More >>](#)

**SCHEDULE AN Appointment**  
Schedule your next appointment online.  
[Go >>](#)

**Special Offers**  
Four Bridgestone Insania SE200 tires for \$148  
Winter Savings Package for \$74.99  
[Check for special offers in your area.](#)

**Promotions**  
**MasterCare Car Service**  
Receive Valuable Coupons by E-mail  
**SIGN UP TODAY**

**Driver's Edge**  
KNOW YOURSELF  
KNOW YOUR LIMITS  
SPONSORED BY  
**BRIDGESTONE**

**Tire Catalog**  
Select a tire from the categories below:  
All-Season  
Light Truck/SUV  
Performance  
Winter

**The MasterCare® Experience**  
"My Mazda truck broke down about a mile from a Firestone Tire & Service Center. I left the truck with the store manager just before closing time. Not only did he offer to look at it, but he (and the crew) stayed after closing hours to repair the problem."  
Dave Jerome  
West Roxbury, MA  
[Read More >>](#)

**Why Choose Synthetic Oil?**  
[Learn the difference](#) between full synthetic, synthetic blend and mineral-based motor oils.

**Firestone Credit Cards**  
Apply for a [Firestone credit card](#) online or make an [online payment](#).

**America's Legendary Drives**  
Celebrate America with [America's Legendary Drives](#). The most scenic drives in the country.

**Driver Resource Series**  
Learn basic automotive systems and maintenance. [Sign-up](#) for a FREE subscription.

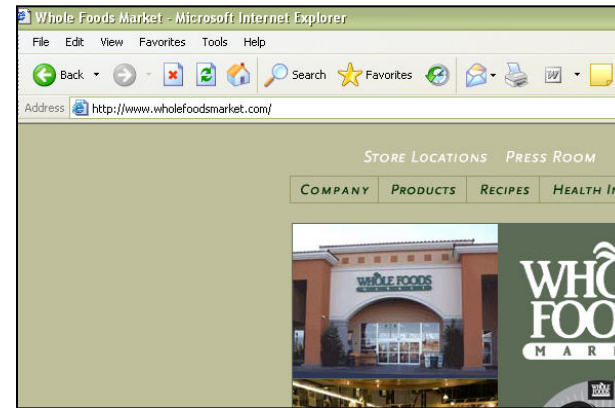
**Car Care Academy**  
Attend a [Car Care Academy](#) and learn the basics of good car care and maintenance.

**MyMasterCare®**  
[View](#) your service history online and receive maintenance reminders.



# Marketplace Opportunity

## **Brand Strategy #7** **Web Strategy = Brand Strategy**



### **Brand Objective**

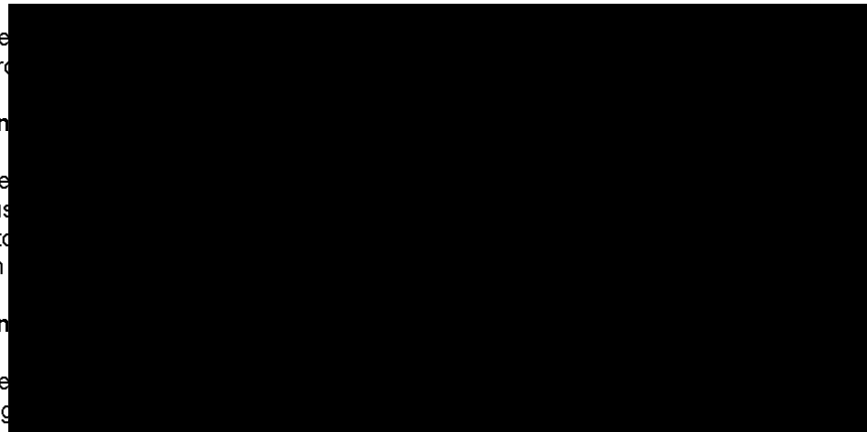
Base  
impro

**Brand**

Base  
focus  
custo  
from

**Brand**

Base  
design



# Marketplace Opportunity

## **Brand Strategy #8:** **Credit Card Strategy = Brand Strategy**

