



INTEGRATED MARKETING CAMPAIGN FOR OPTIMA® BATTERIES



**DOUBLE SALES
WITHIN THREE YEARS.**

ADVERTISING & INTEGRATED MESSAGING

stirstuff.com





STIR had a longstanding relationship with OPTIMA Batteries (OPTIMA). It is a brand owned by Milwaukee-based Johnson Controls Inc. (JCI), the nation's leading manufacturer of automotive batteries. JCI has one proprietary consumer brand: OPTIMA Batteries. OPTIMA is the most advanced battery on the market, built with proprietary Spiralcell® technology. It sells for approximately \$130 at retail, a full \$40 more than the next most expensive alternative.

STIR's relationship with OPTIMA began in 2002 with the initiation of a long-term strategy that has been highly productive to date. As the advertising, public relations and promotions agency of record, STIR executed all media buys, including online, and handled all Web site development and maintenance.

This OPTIMA case study illustrates how integrating a unique brand personality across all marketing disciplines and media vehicles can have a multiplying effect on a budget and increase marketing effectiveness. It also illustrates how effectively STIR has helped create a powerful, national brand.

SPEAK THEIR LANGUAGE.

WE discovered OPTIMA was the brand of choice for serious enthusiasts across multiple segments in the automotive and marine categories (not to mention agriculture and commercial users, who depend on a reliable and long-lasting battery for their livelihood). We developed a targeted “Enthusiast Influencer” strategy, to create demand and appeal among the most ardent of these various groups. So rather than using a broad, horizontal approach, STIR proposed a highly targeted, narrowcast strategy that spoke to the most influential enthusiasts in the automotive and marine markets.

We also found that each segment sought different product features and capabilities. Tailored copy and visuals were utilized for the appropriate product features in our branding communications.

ENTHUSIAST:

HOT RODDERS

MUSCLE CAR

OFF-ROAD

IMPORT PERFORMANCE



FEATURE:

Mounting Flexibility

Cranking Power

Vibration Resistance

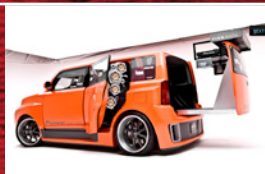
Power-to-Weight
Ratio

INTEGRATED MARKETING TACTICS

Reach highly targeted enthusiast segments:

- National magazine schedule for each enthusiast
- National network cable TV media, targeting marine and automotive
- Web site development
- National media relations by segment
- Online media: search, display, contextual and forums
- Media product placement
- Pro-staff management
- Event marketing
- National retail point-of-sale promotions plus online registration

AUDIO & ELECTRONICS



Heavy Electronic
Load

COMMERCIAL



Deep Cycle Power

AGRICULTURE



Storage Power

FISHERMEN



Deep Cycle Power

TARGET WITH PINPOINT ACCURACY.

BRAND POSITIONING: OPTIMA Batteries empower you to spend more time doing what you want to do, and less time worrying about your equipment.



MEDIA PLACEMENT: By purchasing media that was narrowly targeted to enthusiasts—cable TV and specialty magazines—we could reach our audiences nationally. Our TV buying strategy included purchasing direct from production companies vs. networks to achieve higher values and programming inclusions.



PUBLIC RELATIONS (PR): STIR's PR campaign extended OPTIMA's media buys, positioning the product as state of the art by providing answers and solutions to many of the issues that frustrate consumers about traditional batteries. National media tours and desk-side presentations kept us current with the most important writers and editors to our audiences and helped us glean further insights into the enthusiast segments.



EVENTS AND CELEBRITIES: STIR developed and executed fishing tournaments, signed and managed a staff of professional bass and walleye fishermen and negotiated major brand participation event marketing programs such as the 12-tournament Bassmaster Elite Series program that is aired on ESPN.

ONLINE MEDIA AND MARKETING: These techniques dovetailed with public relations and promotional programs. We targeted consumers who are seeking information in targeted sites and forums and facilitated conversations by inviting consumers to participate in promotions.

PROMOTIONS: "OPTIMA Ultimate Adventures" is one example of how STIR created even more interest and attention for the brand at retail, online and in the media.

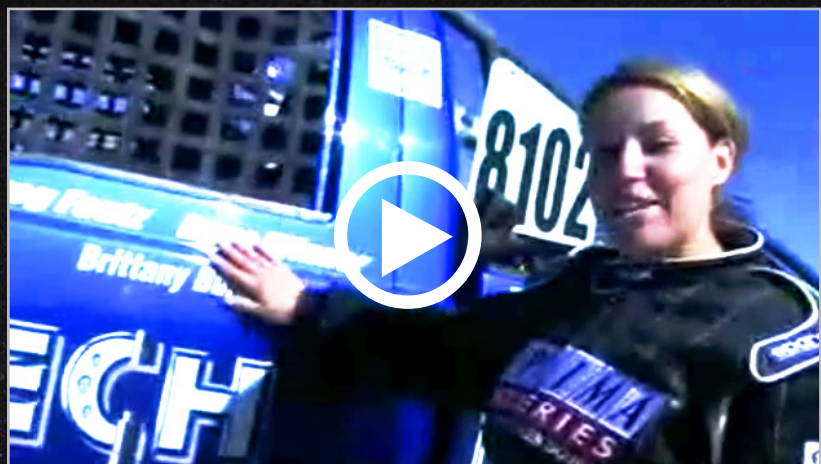
PRODUCT PLACEMENT AND SPONSORSHIP:

STIR managed a product placement program in which we placed OPTIMA batteries in high profile media outlets for editorial consideration. We've orchestrated hundreds of successful placements with TV shows (Discovery Channel's "Storm Chasers"), movies ("The Fast and The Furious"), magazines (Popular Mechanics) and Web sites.



Check out the OPTIMA yellow top battery under the hood.

MAKE DREAMS COME TRUE.



OFF-ROAD "DIRT" Ride shotgun with a pro driver for the first lap of the Vegas 300, work with the pit crew for the second lap and watch the rest from your own private helicopter.



MARINE "FISHING" Haul in trophy marlin and dolphinfish in Costa Rica with the ultimate fishing buddy, Babe Winkelman.



ON-ROAD "ASPHALT" Learn road-racing techniques at a European driving school, and then travel to Germany for laps on the famous Nurburgring and Autobahn in exotic cars.



THE “OPTIMA ULTIMATE ADVENTURES” promotion was developed to make a connection with serious enthusiasts by offering them a chance to win a testosterone-fueled trip of a lifetime. Entrants supplied a 200-word essay posted online describing why they should win the ultimate adventure. Three different enthusiasts (one for each adventure) were awarded a unique off-road, on-road racing or fishing adventure. But to bring added value, we pitched various media properties, asking them to host the adventures and feature them on their programming. The Outdoor Channel, Babe Winkelman Productions, and “Dream Car Garage” all jumped on the idea.

We promoted the contest through in-store point-of-purchase (POP), a unique microsite, animated banner ads and added value media placements. The program also included an event handout, PR, and post-adventure films highlighting the trips.

Animated Online Banner



Adventure Videos Online



In-store POP



RESULTS:

Value vs. total
investment: nearly
2X
the original budget.

Media exposure gained
through MILLIONS
of highly targeted
impressions. These
programs became
30-minute commercials.
Initial airing
plus reruns.

Significant value added
promotional advertising
on national cable
networks negotiated at
NO ADDITIONAL COST.

POP posted within
participating accounts:
7,522
points of distribution.

Gained RIGHTS-FREE
footage for future use
at trade shows, sales
presentations, web, etc.

Additional trade and
consumer PR generated.





700+

detailed 200-word
essay entries and
extremely high word-
of-mouth generated by
their viewing online.

MET SALES GOALS
during promotion period.

Web site views
20,000+

extremely "sticky"
2.5-minute average site
visit with high value brand
immersion.

Event marketing
impressions from handout

to **5,000**
people at seven different
consumer events.

Incremental media value
in the hundreds of
thousands of dollars.

ESTABLISHING A BRAND.

STIR's initial creative focused on establishing the shape of the battery as a visual mnemonic.

The campaign put the unique shape of the battery in the environment of the target audience. So, they connected the battery/brand with their experience. The battery became the hero, and brought more awareness to it as a true performance upgrade.



Talk about storage power.



Traditional batteries can't stand up to the incredible capacity of an OPTIMA® YellowTop™ battery. Its patented Spiralcell® Technology allows for much longer storage periods and twice the life of ordinary batteries. Plus, it has 15X the vibration resistance of standard batteries, is spill-proof, and is highly resistant to heat and cold. Season after season, it will be there. Look for its colored top and six-pack shape at your local battery dealer.





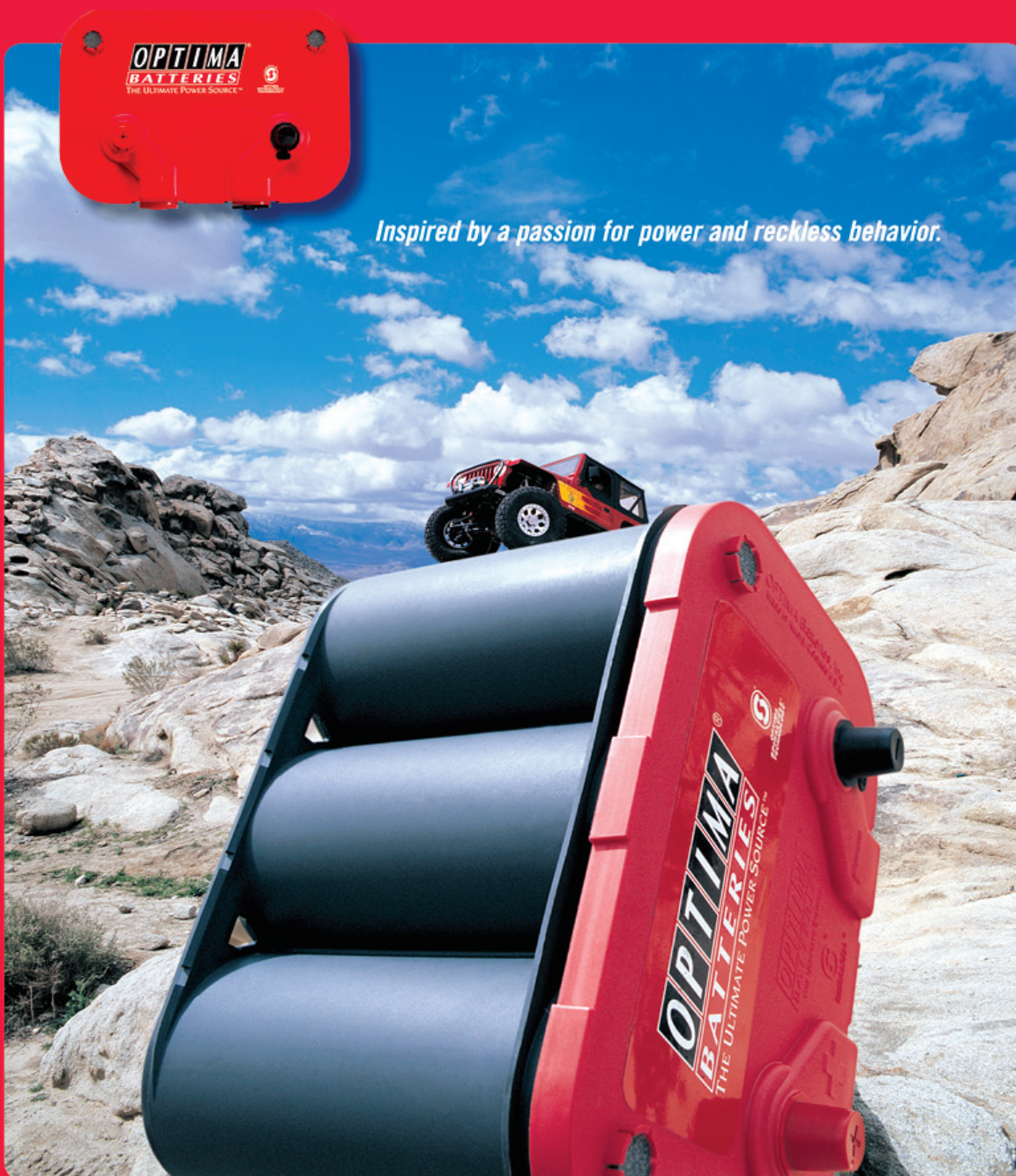
Some days, endurance is more important than luck.



An OPTIMA® BlueTop™ battery will keep you on the water longer. Its patented SpiralCell® Technology means more running time, longer charges and twice the life of traditional marine batteries. Plus, it's spill-proof, can be stored longer and has 15X the vibration resistance, not to mention superior heat resistance. The longer you use an OPTIMA, the luckier you get. Look for its colored top and six-pack shape at your local battery dealer.



1 - 8 8 8 - 8 0 P T I M A • W W W . O P T I M A B A T T E R I E S . C O M



Inspired by a passion for power and reckless behavior.

An OPTIMA® RedTop™ battery is the only battery specifically designed to take abuse. Its patented SpiralCell® Technology offers 15X the vibration resistance and twice the life of ordinary batteries. Plus, it's spill-proof, highly resistant to heat and cold, and can be stored for long periods without maintenance. If you like to play hard, OPTIMA is the battery for you. Look for its colored top and six-pack shape at your local battery dealer.





WORKS JUST AS WELL SIDEWAYS.



OPTIMA
BATTERIES
THE ULTIMATE POWER SOURCE™

With a spill-proof design, over 15X more vibration resistance and up to 2X longer life you can drift on. And on. Look for its colored top and six-pack shape at your local dealer. 888-867-8462. optimabatteries.com

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Johnson
Controls

PASSION RUNS DEEP.

The second round of work evolved even further. We recognized that enthusiasts are so passionate that they can't stop thinking about what drives them. They see their passion everywhere they look, so we wanted to remind them that OPTIMA is responsible for their fun.

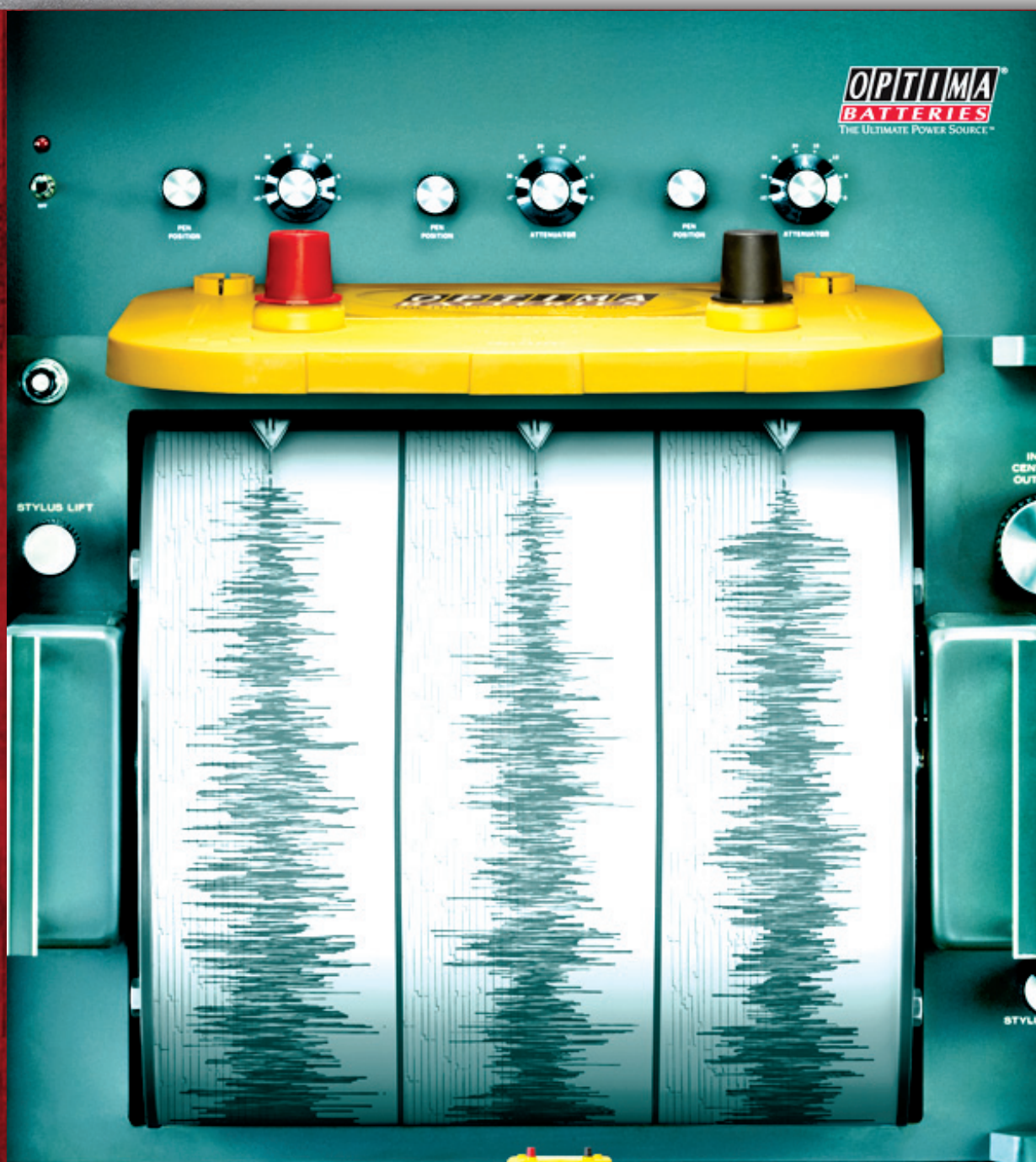
Creatively, we captured elements within the enthusiasts' worlds to represent the battery shape, and then capped it off with a visual of the battery top to create the shape of the battery and remind them of what's powering their passion.

All the ads reinforce the product's key differentiators and selling points customized for each segment and in the vernacular of the category.

On the web, STIR developed optimabatteries.com which reflects the greater strategy, and reinforces the shape of the battery and how specialized users benefit from the product. A visitor can explore a number of microsites, each designed with content geared to a specific enthusiast segment.



On television we needed to appeal to automotive enthusiasts of many unique interests. We found that they all were fascinated with demolition derby – and it is a great way to demonstrate the product.



OPTIMA
BATTERIES
The Ultimate Power Source™

NATURAL-DISASTER PROOF.



EARTHQUAKES. SINKHOLES. ASTEROIDS. WITH OVER 15X MORE VIBRATION RESISTANCE, A SPILL-PROOF DESIGN AND UP TO 2X LONGER LIFE, IT'S PRETTY MUCH EVERYTHING PROOF. LOOK FOR ITS COLORED TOP AND SIX-PACK SHAPE AT YOUR LOCAL DEALER. 888-867-8462. OPTIMABATTERIES.COM

OPTIMA[®]
BATTERIES
THE ULTIMATE POWER SOURCE[™]



MUSCLE CARS NEED MUSCLE BATTERIES. BIG ENGINES EAT REGULAR BATTERIES FOR BREAKFAST.

THAT'S WHY THERE'S OPTIMA[®] BATTERIES. MORE
UP TO 2 TIMES LONGER LIFE.

LOOK FOR ITS COLORED TOP AND SCULPTED SIX-PACK SHAPE AT



CRANKING POWER IN THE FIRST 5 SECONDS.
NOTHING REGULAR ABOUT IT.

YOUR LOCAL DEALER. 888-867-8462. OPTIMABATTERIES.COM

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SALES EXCEEDED GOALS

OPTIMA sales exceeded goals and growth projections and out-performed the entire industry through good and bad economies.

HELLO

TEN TIMES MORE EFFICIENT

Our narrowcasting media strategy was easily ten times more efficient in the delivery to qualified audiences than the previous media plan, developed by their former agency.

BRAND AWARENESS

BRAND AWARENESS as tracked by independent research studies indicated steady growth of both aided and unaided awareness, ranking the brand near the top of all battery brands. This included DieHard and Interstate batteries, which had much larger budgets.

2:1

Promotions generated value of impression in excess of cost at nearly 2:1. This does not take into account the profits generated by the promotional lift of the campaign.

TEN TIMES GREATER

Web site visits were nearly ten times greater since the new site was designed, and consumers spent more time on the site.

RESULTS.

9:1 AND 15:1

Our PR programs consistently generated a return on investment of between 9:1 and 15:1.





Believe it or not, you haven't seen the whole story!
For more details, or to see more case studies, contact Brian Bennett, President

STIR ADVERTISING & INTEGRATED MESSAGING

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