

# Drive Customers to Your Business WITH STRATEGIC SOLUTIONS

## Federated Car Care has partnered with Mspark to bring you...

an annual integrated marketing campaign to increase traffic and drive results for your business. Our multichannel campaigns feature precision targeting to help you engage existing customers, remind past customers it's time for service and acquire new customers for your shop, all for pennies per household! Mspark has dedicated a media consultant to help you shape and execute a multichannel advertising program.

## It's as easy as 1-2-3:

- 1 Consult with Mspark specialist about your trade area and best customers
- 2 Select professional artwork from Federated Car Care's gallery of seasonal and nationally-branded creative library
- 3 Plan, select and finalize promotions and dates



## Integrated Marketing Solutions to Fit Any Need & Budget:

### BOOST

- Incorporate addressable geo-fencing digital ads to expand the reach, frequency and effectiveness of any of our print solutions, working together to drive marketing performance
- Deliver display, video and OTT/CTV ads at the household level

### TARGETED INSERT

- Maximize budget and extend reach with a low-cost, high-ROI option
- Target ideal consumers in-need of your services for better response

### WRAP

- High-visibility piece that puts your business front and center to promote your brand and showcase your products
- Cost-effective saturation solution; you are able to mail to entire market or zone at minimum cost

### IMPACT POSTCARDS

- Ability for household level targeting or 1-1 loyalty acquisition messaging in one mailing
- Build awareness and brand consideration
- Personalized for better engagement and response

### TRIGGER-BASED MARKETING

- Our Quick Response Program enables you to reach your target customers quickly, within just 2-3 days
- Fast-to-market direct mail postcard solution that can target consumers down to the household level
- Set it and forget it subscription program

### SOLO DIRECT MAIL

- Alternative solution to shared mail, ability to mail on any date to meet your flexible needs
- We offer a variety of sizes that can mail on any in home date

CONTACT ME TODAY TO GET STARTED!

TYLER HICKS, National Account Director

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