



MR LUBE

“No appointment necessary” campaign.

Timing of the campaign.

March 2, 2009–December 31, 2009

The challenge.

Mr. Lube was the first “quick lube” to offer Canadians express oil change services in 1976. Since that time they have grown to 99 stores and lead the segment with 40 percent of the market share. They have more locations and customers than any other quick-lube provider in the country.

Our challenge: the quick-lube category is underdeveloped in Canada. Car dealers perform more than 50 percent of automotive maintenance services overall. We knew that stealing share from dealers was the best way to build our business.

To beat the dealers, first we needed credibility. Over the years, the dealers had done a great job of implying that changing your oil anywhere but at a dealership would void your warranty. We took car dealers on directly on the credibility issue. We created ads that showed how auto dealers attempt to brainwash customers into bringing their new cars back for oil changes, even when Mr. Lube offers a warranty-approved alternative. The focus was on car salesmen and new car purchases.

The insight.

Research showed we made headway with consumers in establishing Mr. Lube as a credible, professional alternative to dealers. Our convenience message, however, still needed reinforcement. Many people assumed that you would need an appointment at Mr. Lube, just like at the dealer’s.

We knew from research that consumers hate the hassle of taking their car to a dealer. Appointments often need to be booked weeks in advance. Dealerships are often in inconvenient locations that require loaner cars or overnight drop-offs. Cars are often not ready when promised, requiring long waits. In contrast, Mr. Lube never requires an appointment; most customers are in and out in 30 minutes.

This year’s campaign builds on last year’s anti-dealer messaging. This time, though, we move from salesmen in the front of the dealership to the service desk in the rear. Here customers encounter the joys of trying to make an impromptu appointment at a dealership. At the end of each spot, we contrast this experience with the convenience offered by Mr. Lube. Like last year, we close with the question “Ready for a change?”

The plan.

We hammered away at our convenience message in all mediums— from online, to print, to radio and TV. Our media buy skewed male, since our research found men were more likely to be involved in car servicing decisions. The radio, like the TV, featured a fictional dealership service desk.

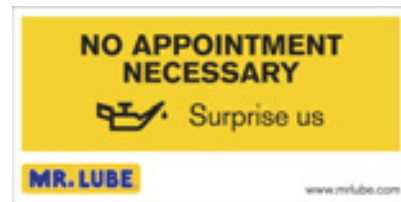
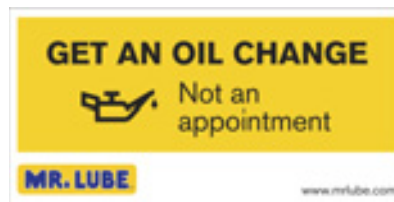
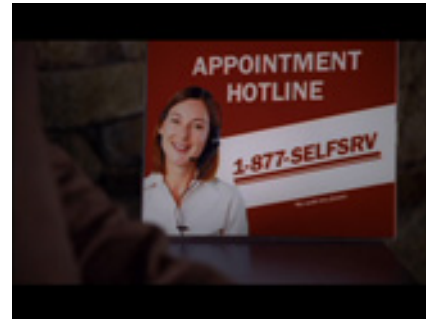
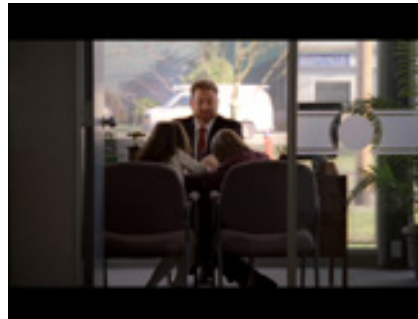
We also created convenience messaging for print, out-of-home, DM and online using imagery borrowed from dealer service manuals. Many of these materials feature retail offers to help drive business to local franchisees. Finally, we launched a loyalty program called the Mr. Lube Club to help keep dealer customers once they defected to Mr. Lube.



:30 spots launched with placement on TSN and CBC's Hockey Night in Canada.

Click below to watch the videos.

[No money down](#)
[Call centre](#)



We ran billboards nationally, targeting drivers.

The results.

The campaign launched in March 2009 and initial results show it has been a success. The Mr. Lube Club loyalty program is off to a fast start, with over 400,000 sign-ups in less than a year. Approximately 30 percent of customer visits result in membership.

The franchisee community has embraced the campaign. Many of them have told stories of car dealers in their markets using examples from the campaign at internal sales meetings. A competitor even launched a radio spot directly taking on Mr. Lube over the spring months.

Mr. Lube leads the quick-lube category in unaided awareness nationally with top-of-mind recognition from customers. Through recognition and awareness, Mr. Lube continues to see consistent new customer visits nationally.

Rethink's collaboration with Mr. Lube led the company to be named BCAMA's Marketer of the Year as well as one of Canada's Top Ten Marketers by Marketing Magazine. The Canadian Franchise Association has also recognized them for excellence in marketing.