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**A Whole New Ballgame:
SpeeDee And J. Stokes & Associates Change The
Tune
Of GIANTS Baseball**



It's near impossible to tune in to a San Francisco Giants baseball game on the radio without thinking about giving SpeeDee Oil Change & Tune-Up a try. For many Giants fans, changing pitchers and changing oil go hand-in-hand.

When SpeeDee Oil Change & Tune-Up wanted to expand its franchise business into the western United States more than a decade ago, it turned to J. Stokes for help, based on the agency's **proven history of creating smart, out-of-the-box marketing campaigns for national brands in regional markets.**

SpeeDee saw great value in partnering with J. Stokes & Associates to help its new franchisees in the western United States put down roots in their communities and grow their businesses. "J. Stokes provides a cohesive link between our corporate headquarters and our franchisees," said Dan Zook, chief operating officer for SpeeDee Corporation. "This helps build a team mentality among our franchise owners, ensuring that everyone is working together to pursue a common goal."

The J. Stokes team worked closely with the fledgling group of franchisees to **create and execute a five-year strategic marketing plan** on a modest budget. "Many of these new business owners had never been involved in the development of a marketing plan," said agency president Jim Stokes. "We facilitated conversations about what it takes to be successful and provided education and guidance on building a prudent and cohesive marketing campaign."

Building on the momentum created by an initial direct mail and radio advertising campaign, the J. Stokes team recognized the need to add another inexpensive, but wide-reaching element to the mix; one that would help to quickly increase awareness of the SpeeDee brand and gain traction with consumers in the quick-lube market.

Because of its large listening audience, lengthy 162-game season and reasonable price tag, J. Stokes pitched a radio sponsorship of San Francisco Giants baseball as the perfect solution. The SpeeDee franchise owners enthusiastically supported the idea.

The creative team had no plans to settle for just any, off-the-shelf sponsorship package. The real "magic" behind the radio

Bay Alarm Company

SpeeDee Oil Change & Tune-Up

Subway

sponsorship J. Stokes negotiated was an original in-game-feature. Every time a pitcher is pulled during a game, the play-by-play radio announcer is instructed to say: **“When it’s time for a change, think Speedee Oil Change and Tune-Up, your oil change, tune-up and smog experts.”**

As a result, **“Speedee has become both an institution and an icon for GIANTS fans,”** said Stokes. “And, we were able to create this feature at no extra charge to Speedee.” Stokes also ensured that the Speedee slogan was grandfathered in for all of Speedee’s future GIANTS radio sponsorships — meaning that it is automatically included in the sponsorship package, at no additional cost to Speedee. Today, this innovative “freebie” is worth countless advertising dollars.

Stokes says his team prides itself on uncommon thinking and excellent negotiating skills. “At J. Stokes, we don’t just have a creative department,” he said. “Everyone we hire, from our media buyers to our account executives, is creative — and everyone is responsible for the success of our agency.”

When the price of gas began its steady rise, J. Stokes developed a “free-gas-foran-entire-year” promotional campaign to raise awareness, increase trials, and boost sales for Speedee. The agency also solicited the help of the media to cover the cost of the prize, which helped minimize Speedee’s overall investment.

“Everyone in the business wants constant creativity,” said Zook. “J. Stokes ensures that we always have smart campaigns in place — like the free gas promotion that hit at just the right time. They consistently come up with creative ideas that make our company look good.”

Over the past 13 years, the Speedee campaign has evolved with the needs of the now more than 30 franchises that J. Stokes represents. From humorous radio spots to innovative sports sponsorships and consumer promotions, and now an award-winning television campaign, J. Stokes has helped make Speedee an integral part of car maintenance in the West.

“J. Stokes takes a personal interest in our business,” said Zook. “They are as interested in our success as we are.”

According to the Speedee Corporation, the Northern California region has been the most successful for the Speedee chain and **currently leads the country in overall sales.**

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