



# STP Armored Auto Group A-Ink Case Study

## Background

In 2010, Armored Auto Group (AAG) was formed through an acquisition of the automotive division of Clorox and is headquartered in Danbury, Connecticut. AAG has revenues of \$300million, and over 30% of the company's sales come from outside of the USA. They are established in over 50 countries and include popular brands such as Armor All and STP.

## All-In-One

AAG's challenge was to drive awareness in the "All-In-One" Multi-Purpose performance additive segment, and in particular, the new STP Multi-Purpose Motor Treatment product. Their target demographic were men (71% male) who enjoy DIY activities and their retail focus was the performance automotive retailer channel. Canadian Tire and its Parts Source division were selected as they are leaders in the performance automotive market.

## Client Objective

- Effectively target and communicate key features and benefits of STP's "All-in-One" product to core Canadian Tire/Part Source shopper
- Create at-shelf signage that would remain in-store for a period of 6+ months
- Minimize execution through retail operations
- Ensure that the technology utilized is self sustaining

## Solution

The **Central** Group utilized Animated Ink technology (A-Ink). This technology is similar to that found in e-book readers which uses electronic, animated messaging to capture a shopper's attention, inform them of the product benefits and educate them on its usage. A-Ink utilizes an independent power source, running on batteries, eliminating the need for retailer supplied power.

This solution provides the following:

- Execution anywhere in-store – displays, merchandisers or shelf
- Independent battery power lasting 4-6 months
- High rate of message recall (34-64% customer observation)
- Ease of set-up and execution

## Performance

- **Central** executed 100% compliance of A-Ink installations
- STP Motor Treatment promotion executed across 559 Canadian Tire/Part Source locations
- Initial sales increase of 35% and trending higher
- Positive halo effect on overall category sales
- Technology is being considered for use in other AAG product categories and retail formats
- Initial 6 month period has been extended indefinitely
- Bronze winner at the 2013 OMA Global Shop Competition Awards



Contact information  
www.centralgrp.com  
1-800-771-3942  
askus@centralgrp.com