

**PARTS PURCHASER** *continued from Front page*

same day) and/or the need to actually see the product comes into play. Our advertising placement/ strategy needs to target their media consumption; we need to reach consumers where they are. Our creative messaging must meet their buying psychographics (quality, price, brand, convenience, etc.).

All forms of advertising should drive consumers to a purchase and deliver measureable results as effectively and efficiently as possible. With over half of the consumers shopping/ researching online before purchasing, we need to leverage digital media to drive sales. In addition to driving consumers directly to your store (if applicable), all advertising should drive traffic to a website. A website is the most effective way to be culturally relevant to the consumer, educate them and drive them to a point of purchase. In fact, when asked "did you buy from a local store whose website you have visited as you were doing online research", 80% of electronics consumers said "yes." We recommend measuring the results of all advertising. Find out what delivers the most results (drive in-store sales, drive traffic to a website, etc.) as efficiently (total cost of advertising divided by results) as possible and spend there first.

Even though it is still most likely that the auto parts consumer will end up purchasing the product in person, the consumer is empowered with technology and information. They typically blog, tweet on Twitter.com, post in forums, and belong to an online community/social network like Streetfire.net or Facebook.com. They watch programming on their phones, computers and iPods; consuming media and technology that didn't even exist 10 years ago. In order to stay competitive and relevant, we need to leverage today's media to reach them how, where and when they are in the market to buy.

Sources: @Plan Spring 2009, Mediamark Research Doublebase 2008, Nielsen 3 Screen Report, Nielsen Online MegaPanel Survey May 2008 (Consumer Electronics)

**IF YOU DRIVE A CAR...** *continued from page 3*

Write to Joseph B. White at [joseph.white@wsj.com](mailto:joseph.white@wsj.com)

Update: President Obama nixes plan to tax motorists on mileage.

President Barack Obama will not adopt a policy to tax motorists based on how many miles they drive instead of how much gasoline they buy, his chief spokesman said Friday.

Press secretary Robert Gibbs commented after Transportation Secretary Ray LaHood told The Associated Press that he wants to consider the idea, which has been proposed in some states but has angered many drivers.

For more of this story, type the URL:  
<http://www.pantagraph.com/articles/2009/02/20/news/doc499ea5a1d5ed2205281036.txt>

PWA

Information in the newsletter is deemed reliable but not guaranteed.

**2009 PWA HOLIDAYS**

The PWA office will be closed on the following dates so the staff can enjoy some quality time with their families:

Memorial Day	Monday	May 25
Labor Day	Monday	September 7
Thanksgiving	Thurs., Friday	November 26, 27
Christmas	Friday	December 25

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