

SUCCESS STORY

GOODYEAR®

STOPPED SALES DECLINE W/ COHESIVE CAMPAIGN

hfa

Earning a li'l street cred

Sales on the Goodyear Credit Card were being threatened by pressure from the competition. Plus, consumers were apprehensive about opening another line of credit. Additionally, dealers lacked motivation to promote the card's use and benefits.

hfa created a compelling and cohesive story for the card and put together a plan to re-launch it in a big way. The campaign connected emotionally with consumers, finally getting the credit they deserve.





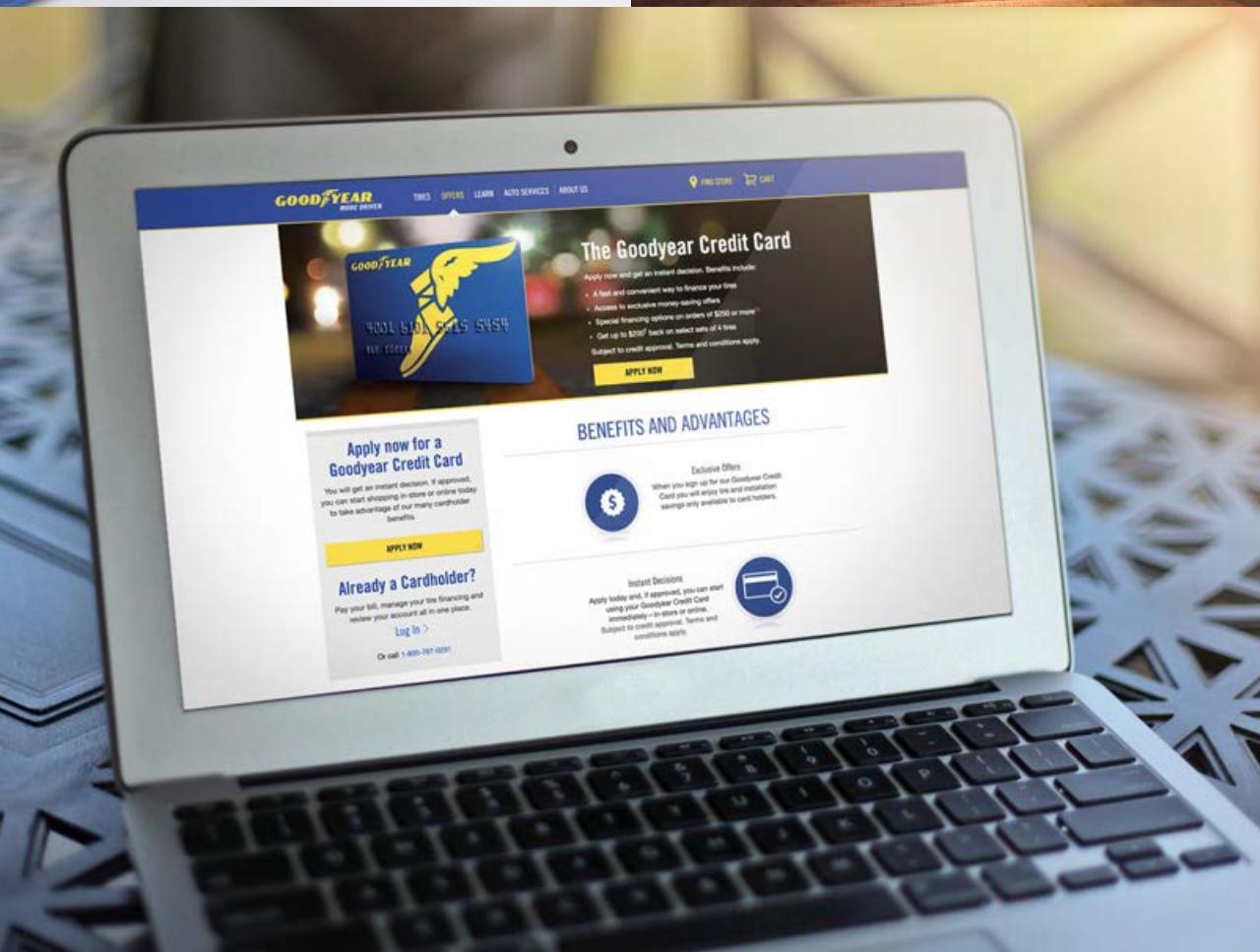
19%
INCREASE

7.7%
INCREASE

in sales on the Goodyear
Credit Card in December
2016 alone

in sales on the Goodyear
Credit Card in 2016







To help drive your brands and business, please call Keith.



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