

PROGRAM SPOTLIGHT

Jiffy Lube® partners with Entertainment® to increase donations for annual MDA drive

Company

Jiffy Lube International, Inc. is headquartered in Houston, Texas. They have more than 2,000 franchise service centers in North America and serve approximately 22 million customers each year. They are best known for their Jiffy Lube Signature Service® oil change, but they also offer preventative maintenance services.

Marketing Objectives

Every year, beginning June 1 and ending September 1, Jiffy Lube runs a charitable drive to support the MDA (Muscular Dystrophy Association). All franchisees are invited to participate. They produce a 32-page coupon book filled with Jiffy Lube® offers and give it to customers that donate \$3 or more to the MDA.

Jiffy Lube turned to the leader in discount offers—Entertainment®—and its experienced Corporate Marketing Solutions team to help them engineer a low-cost solution to add value to the book and, ultimately help increase book sales and donations to the MDA.

Our Solution

Entertainment® Corporate Marketing Solutions partnered with Jiffy Lube to develop a new approach to their 32-page coupon booklet. National savings deals were selected from the Entertainment® database of over 400,000 offer locations where consumers can save on dining, shopping, attractions and more. Jiffy Lube combined the Entertainment® offers with several of their own automotive service discounts to create a higher-value booklet for a very reasonable cost.

Jiffy Lube is promoting the program and booklet with in-store POS counter cards and window clings and is featuring it prominently on their website.

The company expects to generate more donations than it has previously to the MDA, as well as, build goodwill and loyalty to the chain.

