BIG O TIRES® AND SERVICE CENTERS®

2025 AGM & Annual Sales Conference

2025 AGM - MARKETING PRESENTATION

- * * * OUR BRAND - A NEW ROADMAP * * *
- 2024-2025 Marketing review
- Fall Preview
  - Youtube/Radio/Sportsnet/Cineplex/Facebook
  - CTV/BBB
  - Social Media
- Local Store Marketing; My New Role – Social media, advertising, events, promotions, media…
- Email Marketing changes and opportunities
- Text Marketing
- Social Media
- Store Websites – Rebates, design, contact info, hours, blogs…
- Sponsorships/Cause Marketing *(Big Idea review and thoughts moving forward)*
- Budget for 2025/2026

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2025 AGM - MARKETING PRESENTATION

To date:

- We've focused on:
  - > Product/price messaging
  - > Tire brands
  - > Rebates
  - > Special offers
- Driving traffic to our websites through online advertising (click-thru driven) and online contesting
- Non-conventional marketing (online to compensate for lower budgets)

2025 AGM - MARKETING PRESENTATION

- I started out as a cartoonist
- Started working in advertising at 19 and became a graphic artist…
- … a writer…
- … a videographer…
- … a producer and director…
- … a media buyer…
- … a promotions/events director…
- *So why did I specialize in branding?*

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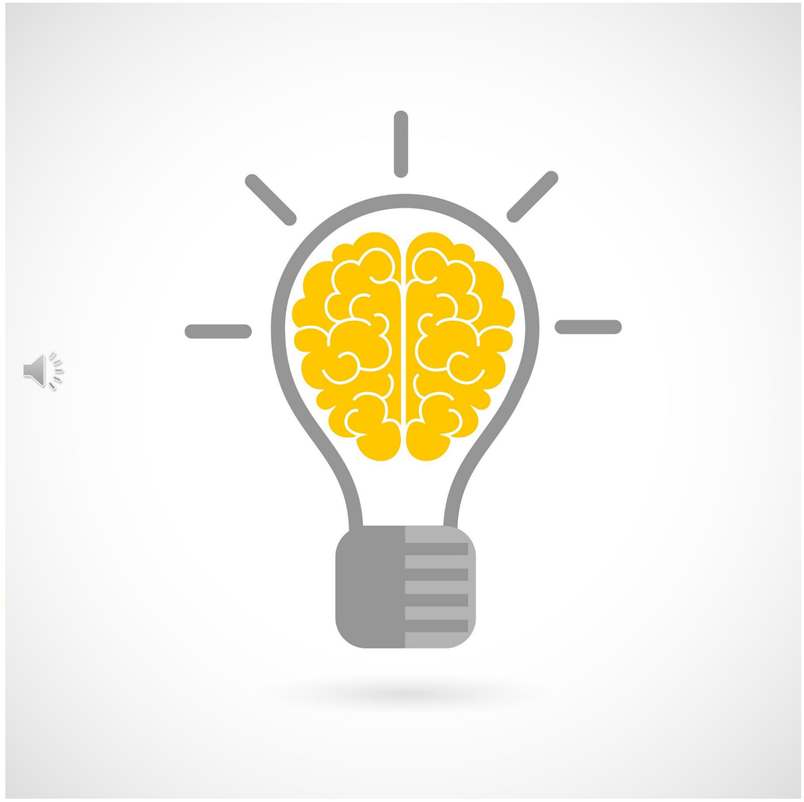
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MARKETING PRESENTATION

- A great steak dinner is the sum of all the parts – the steak, potatoes, vegetables, etc.
- At the heart of the dinner is the beef
- You can eat a great steak without potatoes, vegetables or other trimmings
- No matter how good the sides and trimmings, a steak dinner is nothing without the steak
- In marketing – **BRANDING is the steak**!



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An Epiphany:



"**Branding is the art of differentiation.”**

- David Brier (Global branding expert)

- **81% of consumers need to trust a brand** to consider buying from it.

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WHAT IS A BRAND?

A brand is the accumulation of all things that form the distinct, unique identity of a company or organization with which consumers build meaningful relationships.

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What do brands do?

- Establish strong identity
- Guide consumer decision-making
- Differentiate from competitors
- Engage and retain employees
- Build trust

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- ***50%*** of consumers **are more likely to buy** from **brands they recognize**.
- **77%** of consumers make **purchase decisions based on brand name**.
- **90% of social media users follow at least one brand** on social media.
- **75%** of brands **recognize a brand by its logo**.
- **46%** of consumers in 2023 were **ready to pay more** for a **brand they trust**.
- In 2023, **82%** of potential **candidates considered the reputation** of a brand before applying for a job.
- Research indicates that **jingles can increase brand recall by up to 80%**

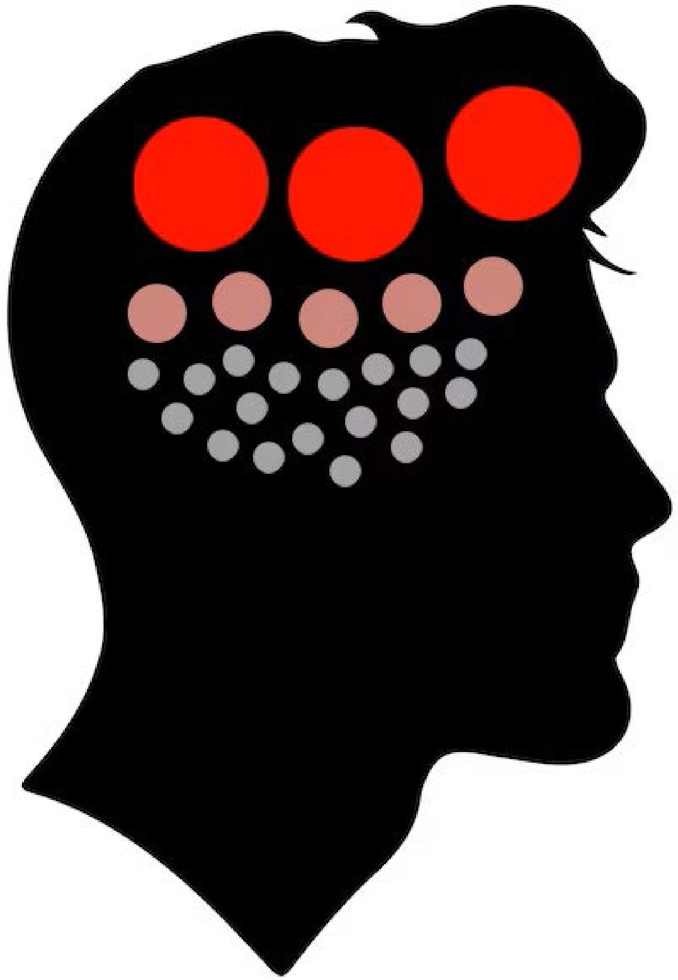
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Reference: wisernotify.com & numberanalytics.com

"Products are made in a factory, but brands are created in the mind."

- Walter Landor (Coca-Cola, G.E, Levis, Shell Oil

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Time for a fast food, take-out lunch – Who's top of mind?

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Who's top of mind?

- McDonald's
- Wendy's
- Burger King
- A&W
- White Spot Triple O's
- Subway
- Arby's
- Dairy Queen
- Dominos
- Five Guys
- Pizza Pizza
- Taco Bell
- Quiznos
- Pizza Hut
- Harveys
- Sub City Donair
- Mary Brown's
- KFC
- Fresh Slice
- Extreme Pita
- Fat Burger
- Mr Sub
- Taco Time
- Chuck's Burgers

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What about Chuck's Burgers?



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Products

Burgers
Fries
Onion rings
Chicken nuggets
Pop
Milkshakes

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Burgers
Fries
Onion rings
Chicken nuggets
Pop
Milkshakes

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Prices

Chuck's BURGERS

Quarter pound burger
with cheese - $8.75
Small fries - $3.50
Chicken nuggets (6) - $7.59
Medium pop - $2.79

McDonald's

Quarter Pounder
with cheese - $8.99
Small fries - $3.69
Chicken nuggets (6) - $7.79
Medium pop - $2.89

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What if…

- You had a FREE POP coupon from Chuck’s?
- Chuck’s was right across the street from McDonald’s?
- Chuck’s had a drive-thru?
- Chuck’s is open 24 hours
- Chuck’s offers eat-in or take-out
- Chuck’s has free parking

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What if…

- All your friends ate at Chuck’s?
- Chuck’s was a Canadian owned chain?
- Chucks has 225 locations in BC?
- Chucks had a 4.9 Google rating with over 1,000 positive reviews?
- Chuck’s was endorsed by Keanu Reeves, Michael J. Fox and Connor McDavid in their commercials?
- Chuck’s was the main sponsor of your kid’s minor sports league and donated 10% of all sales to BC Children’s Hospital?

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What if…



- You walk into Chuck's and the floors are dirty?
- The garbage is overflowing?
- Boxes of supplies are stacked up by the counter?
- The interior is old and worn, seats have rips in them and the walls need painting?
- The staff aren't wearing uniforms but are wearing their own old, grubby clothes?
- The staff are dismissive and impolite?
- It takes forever to get your order?
- Your food arrives cold?
- Your burger is under cooked?

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"Of all the things that your company owns, brands are far and away the most important and the toughest. Founders die. Factories burn down. Machinery wears out. Inventories get depleted. Technology becomes obsolete. Brand loyalty is the only sound foundation on which business leaders can build enduring, profitable growth."

- Jim Mullen (Disney, Sony, GM, L.L. Bean)

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- **Who** does marketing in our group?

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- “The Team You Trust”
- “A Reputation You Can Ride On”
- “Trust Means A Big Deal”

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- It’s not about tires
- It’s not about auto services
- It’s not about price
- It’s about trusting our brand and our people to know their stuff and do great work

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2025 AGM - MARKETING PRESENTATION

Brand must be managed and enforced by the brand leadership to both:

- brand inside (employees)
- brand outside (consumers, suppliers, media)



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Challenges:

- Strong competitors
- Online competitors
- Lower budgets
- Fewer locations
- Price and service inconsistency

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Strengths:

- Strong, recognizable brand assets – Jingle, logo, history
- Non-conventional marketing opportunities
- Growing online footprint including online transactional
- Independent stores
- Strong supplier relationships – DT, Lordco, Etc.

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The Pathway Forward:

- Stop commoditizing our brand
- Build ‘brand’ awareness vs ‘message’ awareness
- Focus on:
  - > Community-level brand awareness
  - > Build better brand identity/culture – humanize our brand
  - > Use our strongest brand assets; the jingle, the logo
  - > Find unique ways to integrate our brand into the market

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The Pathway Forward:

- **STRATEGIC FOCUS – CREATE MULTIPLE, CROSSOVER BRAND 'TOUCHPOINTS'**
- **TACTICAL DEPLOYMENT – MARKET-BY-MARKET BRAND ENGAGEMENT**
- Local *Advertising*
- Local *Social Media Engagement*
- Local *Sponsorship/Events*

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[From the Driver's Seat to the Business Seat]

"What Rally Racing Taught Me About Branding"

Guest Speaker: Mark Jennings-Bates

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Review of 2024-2025

- 2024 Fall campaign
- Big Idea
- Social media
- Building local marketing efforts

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Review of 2024-2025

Illumin Video	878,627	4,835	0.550%	299,071	34.038%
	Impressions	Clicks	CTR	Completed Views	VCR
DV360 Video	705,883	667	0.094%	348,057	49.308%
	Impressions	Clicks	CTR	Completed Views	VCR
TOTAL	1,584,510	5,502	0.347%	647,128	40.841%
	Impressions	Clicks	CTR	Completed Views	VCR



YouTube

YouTube	1,616,882	535	945,906	58.502%
	Impressions	Clicks	TrueViews	VCR

2025 AGM - MARKETING PRESENTATION

Review of 2024-2025

Illumin Display	3,513,506	2,796	0.080%
	Impressions	Clicks	CTR
DV360 Display	3,031,654	1,965	0.065%
	Impressions	Clicks	CTR
TOTAL	6,545,160	4,761	0.073%
	Impressions	Clicks	CTR







2025 AGM - MARKETING PRESENTATION
Pivoting to Brand Marketing

FALL CAMPAIGN – Overview

- *** BRAND TOUCHPOINTS
  - **Emphasis on name/logo/jingle**
    Less emphasis on 'messaging' – consumers know what tires and auto repair are. We have to pivot to focus on becoming top of mind for those categories
  - **Radio – Local markets and Lower Mainland**
  - **Canucks sponsorship - Sportsnet**
  - **Cineplex – In theatre advertising**
  - **Youtube – Expanded program from 2024 campaign – Brand driven**
  - **Facebook – More community level social media efforts to create greater brand culture for stores**
  - **Target a new audience**

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- ***AND BEYOND…***
- Local events – Participation in community events, creating events/promotions at shops
- Local sponsorships – Sponsoring local associations, clubs, events
- Local advertising – Online, print, radio
- Social media – Create greater 'local' social media presence and engagement

2025 AGM - MARKETING PRESENTATION

Pivoting to Brand Marketing

- Local radio in Victoria, Nanaimo, Powell River, Fraser Valley, Vernon
- Spillage into outlying markets helps with store growth
- Penetration of our jingle/brand with frequency
- Focus on 15's and frequency vs 30 second 'offer messaging'
- News/Weather/Traffic sponsorships
- 89.5 JR Country – Chilliwack
- Beach 107.5 – Vernon
- Q100.3 – Victoria
- WAVE & WOLF – Nanaimo & Powell River



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Pivoting to Brand Marketing

- Lower Mainland Sportsnet radio campaign
- Canucks in-game sponsorship
- Daily sports talk radio sponsorship
- Extended program - Sept 2025 – May 2026

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Pivoting to Brand Marketing

- Theatre ads prior to every screening
- Oct – Dec
- Richmond, Victoria, Burnaby, Nanaimo, Chilliwack, Vernon





2025 AGM - MARKETING PRESENTATION

Pivoting to Brand Marketing

- Expanded program from 2024
- Oct - Dec
- Working with Stingray Media
- True View program
- 8,000 True View impressions per location minimum guaranteed
- Only pay for full 30 second views
- Heavier in Lower Mainland
- Targeted audience – by demo and online history

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BBB/CTV

BBB/CTV Promotion

- **Program features:**
  - **40 x 7 second closed caption ads** in CTV News (CTV Morning Live News, News at Noon, 5pm, 6pm, and 11:30pm)
  - **2 million impressions** province-wide
  - **September 26 - December 25**
  - Bonus: **Schedule of 'unskippable' digital ads** across Bell media news sites
  - **BBB members** in good standing only
  - Cost: **$4,150**

- We will continue this quarterly program through 2024/2025

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Sponsorships

- We will again be sponsoring **Mark Jennings Bates** and the **Advanced Driving Academy**
- Mark is working with me on developing some YouTube and other online content
- Several new ‘Behind the Wheel’ videos were shot in July with Mark & Steve Lively at the Burnaby-Hastings store
- We will continue to have access to Mark and his images/video for any other needs, including event appearances



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Sponsorships

- Minor Hockey Associations have a **very large, loyal audience**
- Minor hockey culture **permeates many different demos**
- Heart & Hustle ‘sponsorship’ initiative **gets our brand into the hands and minds of players, parents and extended friends and family** in a positive, supportive way
- Currently we have a sponsorship lined up with **Richmond Jets Minor Hockey**
- Working with **Nanaimo, Powell River and Hope & District Minor Hockey Associations**
- Marketing budget will cover half the cost of pucks (total price is $2.35 per puck)



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My new role…

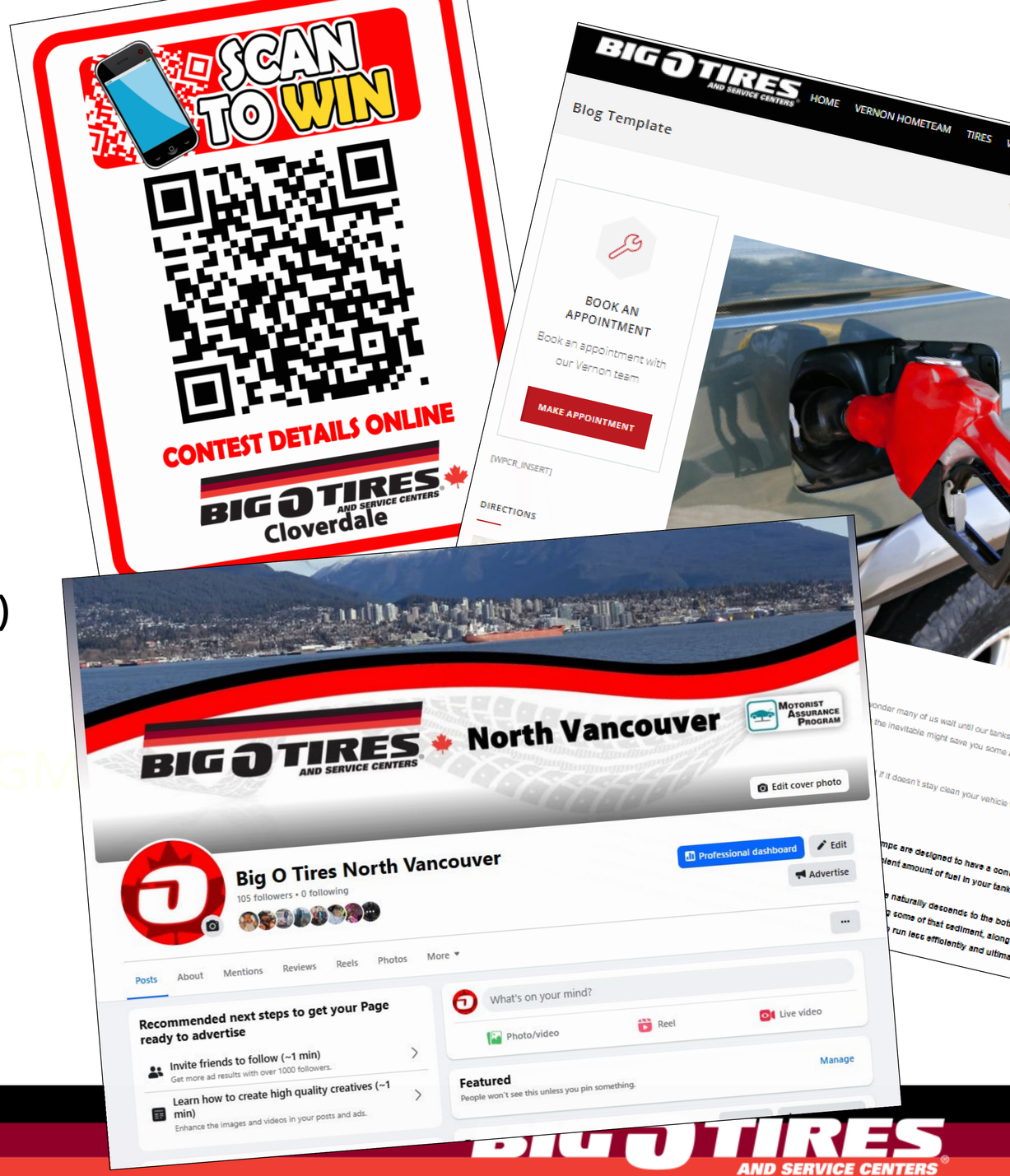
- Stores need to **market locally** to complement ‘group’ marketing and complete the marketing ‘funnel’
- Many stores lack the **time, money or human resources** to accomplish this
- I am now providing at no separate cost to stores, **store-level marketing** support.



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My new role…

- Local advertising (media & creative)
- Store Facebook content and advertising
- Website management (including monthly blog articles)
- Event and sponsorship sourcing and support
- Any other marketing-related support needed
- Currently working with Cloverdale, Richmond, Port Kells, Burnaby-Hastings, North Vancouver, Ladysmith, Nanaimo, Vernon… and I'd like to work with YOU!



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Email Marketing

- 87% of businesses use email marketing to distribute their content. This makes it the second most popular marketing channel, behind social media at 89%.
- Email marketing returns $36 to $40 for every $1 spent.
- Emails can be sent monthly or bi-monthly with call-to-action and sale/offer
- Big O group database now grown from 12,000 to 24,000 subscribers
- We've switched mail platforms from Mailchimp to Mailtrap, saving $3k a year.





Visit us at Big O Tires in Port Kells until the end of December and get 25% OFF

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Text messaging

Text messaging insights

from Rob Litke and the

Richmond store…



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2025 AGM - MARKETING PRESENTATION – Social Media

- Over 91% of businesses use social media for marketing.
- The average adult spends over 2 hours on social media every day.



SOCIAL MEDIA MARKETING PLATFORMS

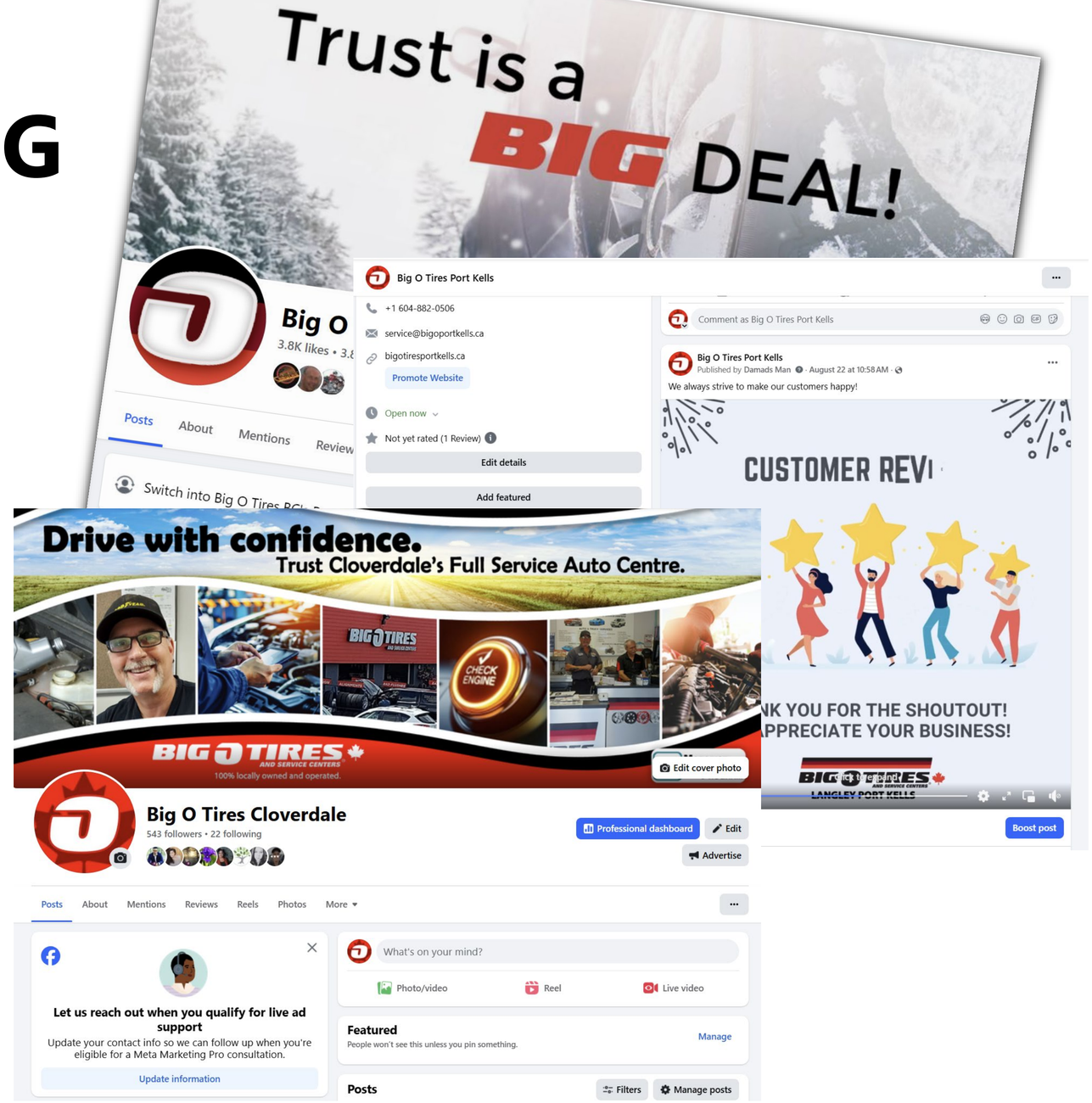
	PEOPLE	CONTENT	STRATEGIES	CONS
Facebook	• 25-34 • Boomers	• Photos & links • Information • Live video	• Local mkting • Advertising • Relationships	• Weak organic reach
YouTube	• 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
Instagram	• 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs
X	• 25-34, 35-49 • Educated/ wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small ad audience
LinkedIn	• 46-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
TikTok	• 10-19 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
Snapchat	• 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based mkting • App mkting	• Relationship building

WordStream by LocalIQ

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2025 AGM - MARKETING PRESENTATION – Social Media

- **Big O Tires Group Facebook Page** will continue to be managed weekly through the coming year.
- Current Group Facebook page audience is holding steady at **3,800 followers**.
- Now managing **Facebook for 7 stores**.
- Store audiences are slowly building.

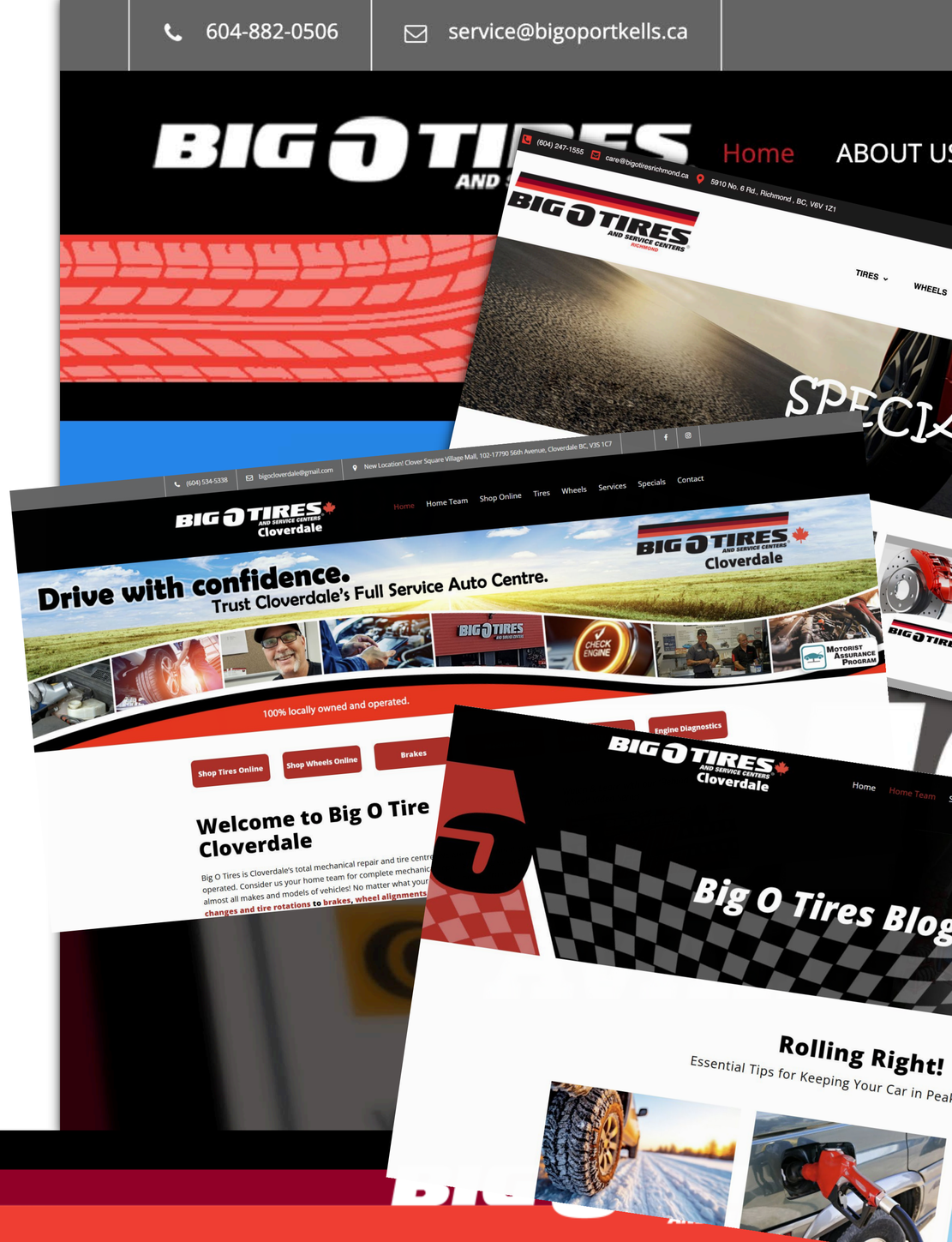


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Websites

- 44% of consumers tell others about negative website experiences.
- Nearly 90% of consumers will shop with a competitor after a poor website experience.
- Investing in your site's user experience leads to a $100 return for every $1 you spend.
- 73% of businesses invest in web design to help their brand stand out from competitors.

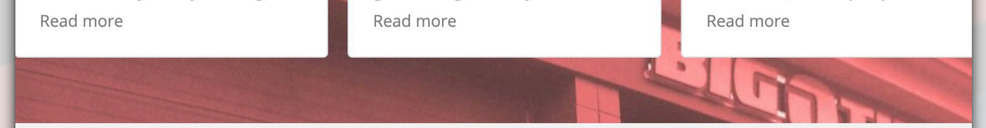
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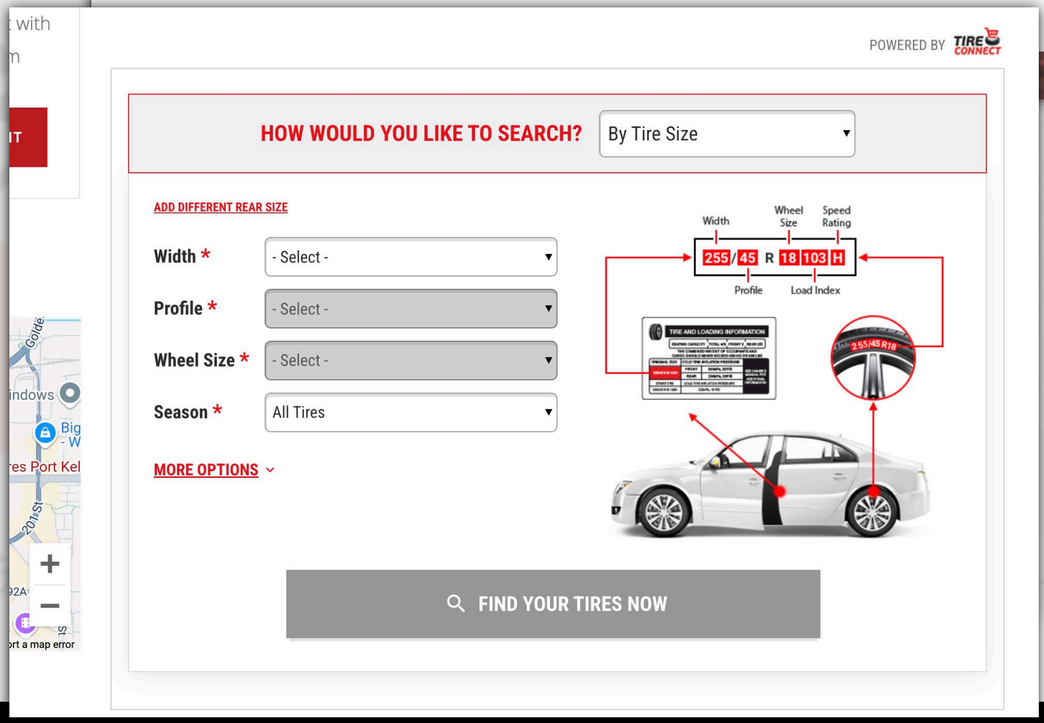
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Websites

- **Google Reviews Widget** – All sites (that we manage) have a Google Reviews widget allowing us to prompt visitors to make an immediate Google Review straight from the site.
- **Tire Connect** continues to be used on approximately half of our websites. This needs to grow across our group. Note that Tire Connect now offers options for both a wheel rim search and auto service bookings.
- We have added several stores to this system in the past year







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"The brands that will thrive in the coming years are the ones that have purpose beyond profit."

- Richard Branson

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2025 AGM - MARKETING PRESENTATION - Big Idea

- **Introduced The Big Idea** in cooperation with the VSB, throughout schools in Vancouver in 2024-2025. Messaging through **111 schools 52,000+ students**
- **30+ entries**
- Five schools made the shortlist - Two schools split the grant ‘prize’.
- **$15k to University Hill Secondary** for a 3D printing initiative that recycles wasted plastics to produce sellable school memorabilia
- **$5k to Dr. Annie B. Jamieson Elementary** for a bottle cap recycling initiative



2025 AGM - MARKETING PRESENTATION - Big Idea



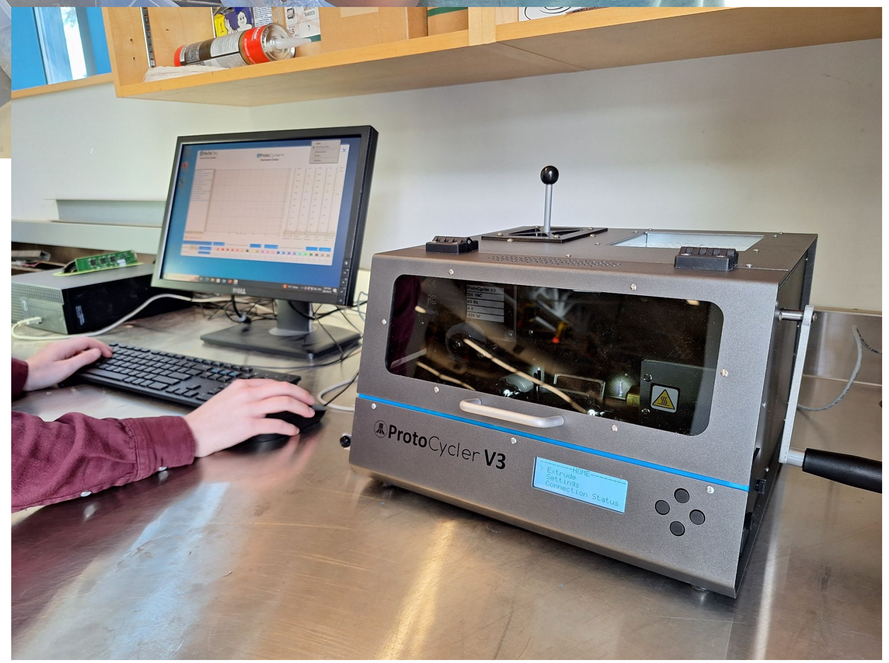


2025 AGM - MARKETING PRESENTATION - Big Idea









2025 AGM - MARKETING PRESENTATION - Big Idea

- We didn't overly promote the first-year initiative in order to '***test'*** the program without exposing ourselves to any unforeseen bugs or vulnerabilities
- We had one negative blog article written by a disgruntled former VSB board member
- After receiving submissions, it became apparent that we should split any future grant awards and make them more modest ($5k - $10k)
- Dollars came from Marketing budget – **Do we want to continue this initiative?** If these should be philanthropic donations from stores not marketing budget dollars? (The original concept)



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2025 AGM - MARKETING PRESENTATION

ANNUAL MARKETING BUDGET

Fall Advertising (Radio/Cineplex/Youtube)	***$77,500***
CTV/BBB Program (Fall/Winter)	***$9,000***
Facebook Fall Advertising/Prizing	***$11,500***
Misc. (MJB expenses, production, Youtube, stock imagery, etc.)	***$6,000***
Mailtrap Email platform	***$2,000***
Mark Jennings-Bates Sponsorship	***$8,000***
AdvantageUp Google Reviews	$1,500
Domain renewals	$2,000
Propeller (Group)	$66,000
Downtime (Monthly hosting)	$23,500
Downtime annual renewals (Themes, SSL, etc.)	$5,000
	$212,000

2022 AGM

Thank you AGAIN for continuing to entrust me with the responsibility to help grow the Big O Tires Brand in BC!