



How Valvoline Used Military Advertising & Military Marketing to Drive Sales

59%

INCREASE IN MILITARY
DISCOUNT REDEMPTIONS

4%

INCREASE IN TOTAL NUMBER OF
SERVICES PERFORMED PER VISIT

8%

INCREASE IN NEW
CUSTOMER ACQUISITION



CLIENT

Valvoline Instant Oil Change (VIOC) is a leading provider of automotive oil change services. Valvoline prides themselves on quality, fairness of price, and friendliness of technicians.



CHALLENGES

Valvoline, a long time supporter of the military, has offered a 10% discount to active duty military members and veterans for years. The problem - majority of the military community were unaware of the program due to lack of promotion around the incentive.

As Valvoline prepared to roll out their new 15% discount offer, they partnered with Military Advertising to plan and execute a cohesive campaign promoting the new program to the military community nationwide.



SOLUTION

Our marketing delivery team worked closely with Valvoline to design a campaign and creatives that would genuinely connect with members. First, we launched geo-targeted display campaigns on our military ad network to build awareness for the new offer. Next, we created digital remarketing campaigns to reach our military audience and stay top of mind. Lastly, we strategically placed Valvoline's offer in our PCS email series and Military offers email campaigns to drive discount redemptions.



RESULTS

By targeting military service members, their dependents and veterans around Valvoline locations, Military Advertising delivered 1.6 million impressions and 550K unique users. Along with discount redemptions, Valvoline reported a growth in-store traffic (by way of new customers) and the number of services performed per visit.

2.9 MILLION USERS

Reach the Military Community by joining the **largest Military Network.**



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Learn how we can connect your business with the military community at MilitaryAdvertising.com