

## SUCCESS STORY

GOODYEAR®

STOPPED SALES DECLINE W/ COHESIVE CAMPAIGN



# 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**

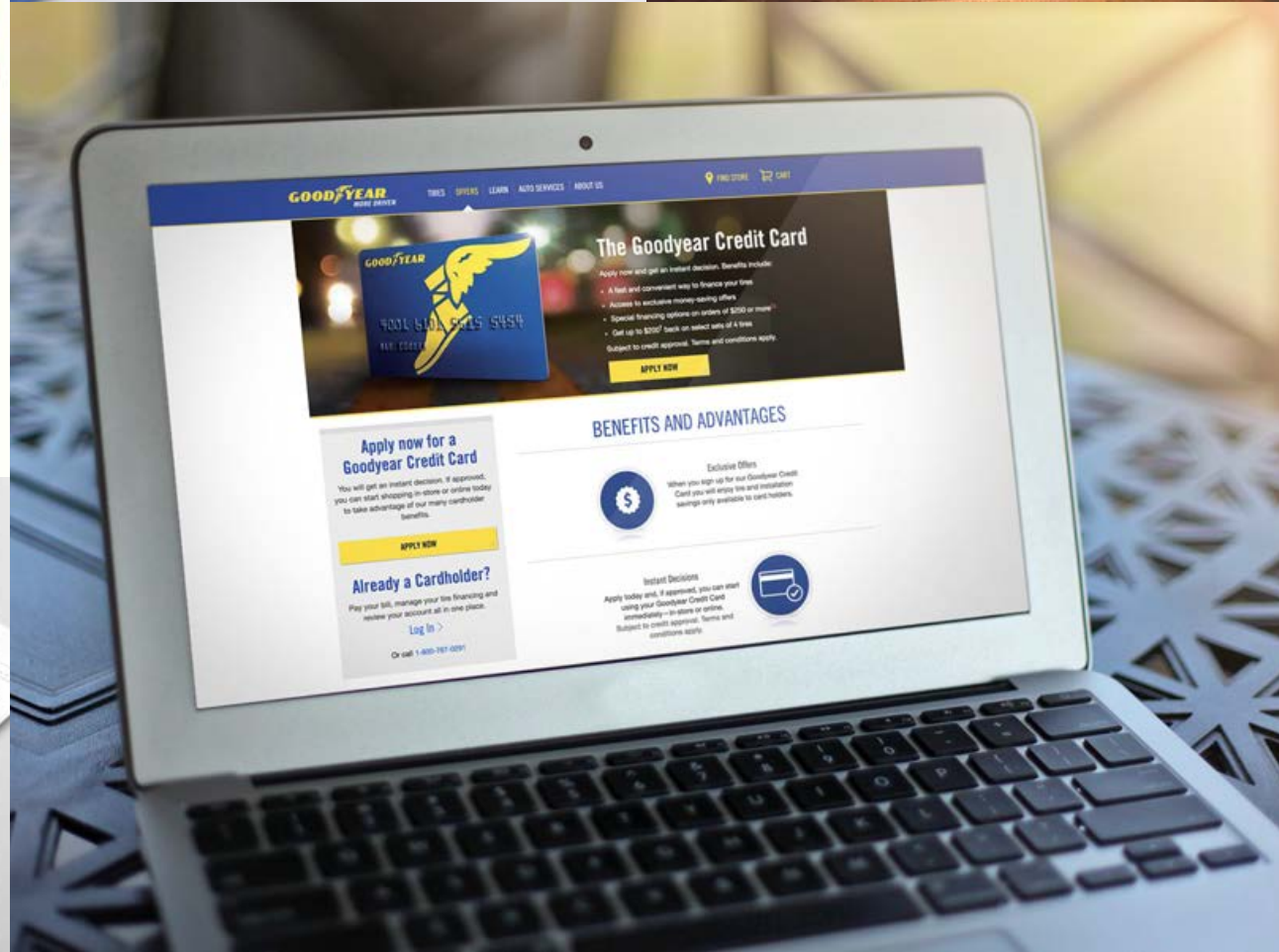
in sales on the Goodyear  
Credit Card in December  
2016 alone

**7.7%**  
**INCREASE**

in sales on the Goodyear  
Credit Card in 2016










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

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