POWER SERVICE® Diesel Additives

Challenge

Witherspoon helped Power Service regain lost truck-stop market share for this pioneering line of diesel-fuel additives. A competing brand had edged into the lead in sales, despite the expressed preference for Power Service of both customers and truck-stop retailers.

Strategy

In order to win back the hearts and wallets of drivers, as well as the confidence of retailers, Witherspoon looked for ways to leverage research showing apprehension toward big, corporate brands. Other research revealed that word-of-mouth is a larger-than-average influencer among drivers, as is their loyalty to industry insiders like the broadcast personalities on the Midnight Trucking Radio Network.

Solution

Turn Your Next Haul Into a Power Trip was launched during Driver Appreciation Week, with Power Service distributors giving away free product and "re-bonding" with drivers. Remote broadcasts with air talent from the Midnight Trucking Radio Network spread the word throughout the week. At truck stops, testimonials were gathered from actual drivers. Print ads were developed to run in major trucking publications. Additional testimonials were collected through a Web component, which encouraged drivers to submit their own PowerTrips. PR support included editorial touting Cetane Boost, a major product differentiator, as well as real-life PowerTrips. Product packaging was also revamped to enhance its shelf appeal.

Results

Sales at truck stops surged 19 percent, enabling Power Service to record the biggest sales year in its history. The momentum has continued to build each year – all of them record-setters.