

ADWEEK

Barkley to Rebrand Big O

March 28, 2007
By Aaron Baar

CHICAGO Independent Barkley plans to launch a rebranding campaign for Big O Tires in the second quarter, according to the agency.

The shop won the assignment after an internal review, said Steve Steffens, vp, marketing at the Denver-based company. "Big O's point of differentiation is that our franchisee owners offer a better overall customer experience than our competitors," Steffens said.

"Barkley's extensive experience with franchised retail brands will help us spread that customer experience message to consumers," he added.

The Kansas City, Mo., shop has already conducted audience segmentation studies and consumer research to support the rebranding effort. The shop's campaign will set a marketing framework for the company's 540 franchisees in 21 states.

The company's previous work was handled in-house, according to Steffens.

Big O spent about \$10 million on advertising last year, according to Nielsen Monitor-Plus.

Big O was founded in 1962 as a cooperative of independent tire dealers to compete against manufacturers' company stores and big retail chains. Over the years, it evolved into a franchise organization, and in 1996 was bought by TBC Corp. "A reputation you can ride on" is the company's slogan.



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