



AUTO & TRUCK PARTS

TEAM LYNN
“Serving Sunshine Daily”
:60 TV / Theatrical Commercial

Objective: Establish a national identity for NAPA Auto & Truck Parts by showcasing the superb customer service performed by a current employee, Lynn Crews. Lynn will travel around the country and introduce each Team Member to star in the spot. “Team Lynn” is the name given to the various delivery personnel across the U.S., and each NAPA employee selected for this campaign will describe how they became “Team Lynn” Member.

Backstory: Prior to the subsequent commercials, all NAPA employees will be invited to send in their qualifications, and explain what makes them deserving of their own customer service-based, “Team Lynn” commercial. Winners from each region will be chosen from NAPA Management, with possible voting via the company’s intraweb.

Commercial 1: Spotlight Lynn as she delivers to one of her best customers, Sunshine Shuttle & Limousine in Santa Rosa Beach, FL. She then moves on to other regions where NAPA has delivery services, and will be part of the intro to each spot. Example: “Hi Jason! As a proud member of Team Lynn, how do you deliver sunshine?” Jason then describes his most frequent delivery route.

Sunshine Shuttle & Limousine

FADE IN: Open on a shot of Lynn answering the phone. She speaks quickly, says, “Got it!” and bolts out the door.

CUT TO: Lynn in her car, background shows distinctive Hwy 98 landmarks. She says into the camera, “I’ve been delivering parts to Sunshine Shuttle & Limousine in Santa Rosa Beach, FL, for over X years.”

CUT TO: Shot of her car pulling into our lot, she gets out and walks around to the garage, where Kevin and/or Donovan are waiting.

CUT TO: Kevin and/or Donovan: “Lynn and her team deliver fast, quick, no questions asked. She always comes through for us. Can’t imagine working on 75 vehicles without her help!”

B-ROLL: We see various shots of parts, the garage, Sunshine’s vehicles and company dog “Sky,” etc.

CUT TO: Lynn jumps in her car and pulls out of the parking lot.

VO: Want a visit from Team Lynn? Call now and set up your corporate account. (Phone number and website appear onscreen.)

CUT TO: Lynn drives out of the Sunshine Shuttle parking lot.

SUPER: “NAPA Auto & Truck Parts. Serving Sunshine daily.”

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