



JIFFY LUBE PARTNERSHIP MARKETING PROGRAM WITH VIENNA BEEF APRIL 2005

PROGRAM CONCEPT:

The Venture Group developed a partnership in April 2005 between the Chicagoland Jiffy Lube co-op group and the Vienna Beef that was designed to drive bounce-back traffic to both Jiffy Lube and Vienna Beef consumers through a unique purchase savings program throughout the month of April.



PROGRAM FLIGHT:

- Four (4) weeks in April 2005

PURCHASE INCENTIVE OFFERS:

- For a four-week period, consumers were driven to both Jiffy Lube and Vienna Beef locations to receive savings values.
 - When consumers purchased a Jiffy Lube Signature Service Oil Change, they received a coupon good for \$3 in savings off any Vienna Beef Meal Deal.
 - When consumers made any Vienna Beef food purchase, they received a savings value coupon valid for \$6 off the price of a Jiffy Lube Signature Service Oil Change.

THE RESULTS:

- Both Vienna Beef and Jiffy Lube were excited with the results of the program.
- Vienna redemption was a successful 12% and ranked "highly successful" versus tracking performance on prior partnership programs