



## Big O Tires

Las Vegas has been struggling with tire and service sales for the past two years. Our goal was to increase sales for both the tire and service departments – overcoming the trend of deficit figures.

Creative Dimensions developed fresh creative for this specific market and implemented our typical media format – the same format that we apply in over 50 other markets for the company-owned stores of Tire Kingdom, NTB and Merchant's Tire. May, 2009 tire sales were up 8% over the previous month, and total service sales were up 12% – both of which delivered a profit for the month and overcame the deficit trend.

