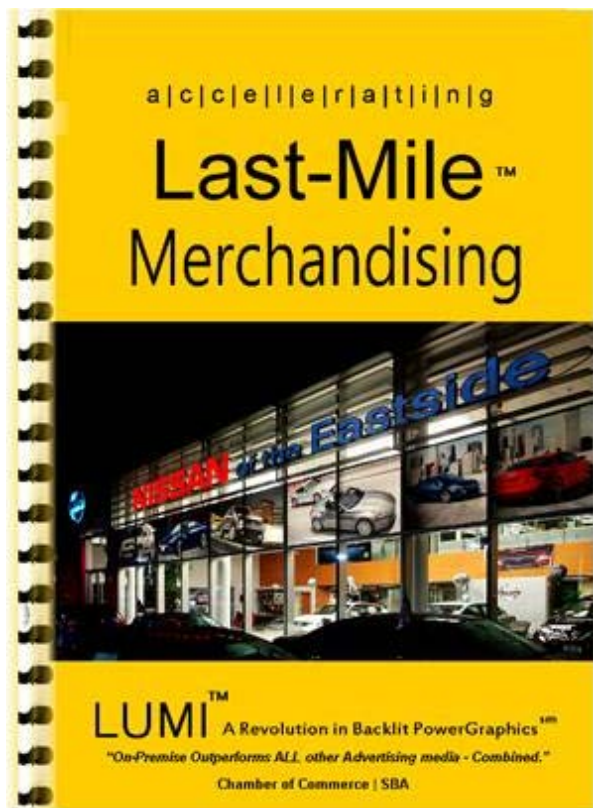


High Alert! From 'ALL Points Auto News' your daily auto sales' ticker-tape news service...

# Accelerating LUMiS'™

## Last-Mile Merchandising

### For Auto Dealers – 5-10% Traffic/Sales Gains.



Bellevue, WA - If connecting “the last mile” in telecommunications, that part going from the main trunk to the home was the most difficult and expensive, “the last handshake” – which should be the “last emotional embrace” – between auto dealer and their would-be, drive-by customer is actually the easier and even cheapest to achieve.

So writes former “Top 100” high-end soft-goods franchiser, Neal Golden Lekwa, who attracted such luminaries as Pizza Hut’s founder to his growing high-end franchise company in the early eighties with his niche-leading merchandising techniques.

Auto Dealers have always enjoyed ‘the best’ Corporate advertising support, according to Lekwa, since the Golden Ogilvy days of Madison Avenue when ‘the founder of modern Advertising’ successfully conjured America’s ‘Auto fantasies’ in ads as portrayed in the popular Mad Men TV series - that brought us the likes of our high tail fins, Dina Shore singing ‘See the USA in your Chevrolet,’ which all America hummed, to ultimately two or more cars in every American’s garage, Advertising has become a key driver. Generating the fantasy in the mind was what connected Americans to the fantasy awaiting them in auto dealer’s showroom. Selling that fantasy ‘sizzle,’ was the key most successful idea.



Today, the TV ads from Honda, Nissan, Acura, Cadillac, even Toyota, Hyundai and Kia and, of course, Ford and Chevrolet ads, all still feature the fantasy and at cost that accompany the most expensive prime-time TV ads, the legendary NFL Super Bowl ads. These expenses are absorbed as ‘pedestrian’ even to a hard-pressed auto industry. Even in the toughest of times, auto manufacturers accepting advertising as necessary is accepted as easily as a lazy stroll to the bank.



However, according to Lekwa, there's a glaring and almost unconscionable gap in the Auto World's 'connecting of the dots' when it comes to keeping their 'fantasy customer' in the mood. "It's that unnecessary break in the action to go to the restroom or kitchen for more champagne in the heat of the couch lovemaking that can sometimes costs the love-maker the game," he demurs. That's exactly what happens, Lekwa contends, when 'Last Mile Merchandising' drops the ball in automobile advertising's hand-holding succession.

With the first hand-shake being a TV or high definition magazine ad, and those same glorious images available from Corporate imaging departments' in high-res, HD images for use in on-site, on-premises 'billboard-size' advertising graphics – something Lekwa's firm, Calbert Group Displays now specializes in specifically to auto dealers across the NW, and soon nation – caused him to create his new LUMI PET film marquees for top-lite windows above the level of the showroom floor as a top priority. "It's wasted space; and, it's usually backlit."





Putting in the last ‘fantasy images’ for 10’s of thousands of drive-by passengers who auto dealers spend hundreds of thousands on prime land lease monies on to locate next to, frequently in highly competitive ‘auto rows’, then, adding in ‘high-tech lights’ creates HD backlit graphic displays on the same order as Hollywood utilizes to sell films in theatre marquees, is both a ‘first-priority’ Prudent step,’ and it makes good dollars & sense, Lekwa says. As a general ‘basic flooring’ principle in laying down the Ad budget, ‘On-Premise’ advertising should come first, which is not only Lekwa’s drawn conclusion: he got his information and statistics from none other than the Chamber of Commerce and SBA.

This chapter will examine the cost effectiveness in building, installing, and maintaining a sign, as well as provide analysis of how it can impact your profitability.

### Cost Effectiveness Of Signage

A section of Chapter 2 mentions that on-premise signage should be considered part of your overall advertising theme – TV and radio spots, a Web site, Internet advertising, newspaper or magazine ads, and so on. Like any advertising medium, the value of a sign to your business depends on its ability to effectively communicate its message to prospective customers.

To make money, you’ll have to spend money – especially on advertising. The advertising industry traditionally relies on four measures to assess the effectiveness of the money spent on an advertisement. These methods are:

- Reach
- Readership
- Frequency
- Cost per thousand exposures

1. **Reach:** This measurement addresses the types of consumers exposed to the advertiser’s message. For instance, cards are frequently enclosed in magazines, or consumer electronics devices, or packages

businesses can afford the help offered by ratings service companies to measure the results of an advertising campaign. For example, Nielsen Media Research is relied upon for such assistance by those who advertise heavily on television or radio. Small business owners who operate a store in a large franchise or chain operation have access to such readership tabulations. Small businesses that operate independently, however, do not. The services of a local market researcher or a trade association for your industry can help independents measure readership.

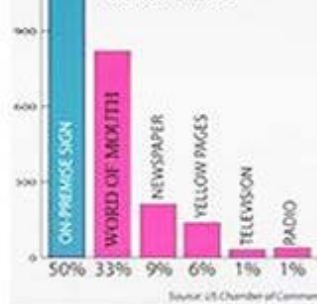
Since 1997, Signtronix (located in Torrance, California) has helped 488 independent small businesses measure readership.<sup>1</sup> Each of the businesses surveyed 15 to 30 first-time customers to determine what prompted their visit. In all, the businesses surveyed 7,203 first-time customers, each within 30 to 45 days after the installation of a new sign. One of the survey questions was, “How did you learn about us?” Here’s how they responded:

Your sign:	46% (3311)
Word of mouth:	38% (2708)
Newspaper advertisement:	7% (511)
Yellow Pages:	6% (450)
Radio commercial:	2% (133)
Television commercial:	1% (90)

Signtronix Survey 2003

### How do people learn about your business?

2475 shoppers were asked how they learn about a business. Here are the results:



“On-Premise Advertising,’ including signage, and now graphics of the full-scale ‘billboard size’ Lekwa advocates, ‘Out-sells and out-performs TV, magazine, radio, billboard, Yellow Pages’ AND word-of-mouth Combined,” per the Chamber’s and SBA’s study in NY, which should come as no surprise to auto dealers – though it did to Lekwa. From his own substantial franchise chain experience in spending hundreds of thousands annually for TV and newspaper advertising, Lekwa was not aware the stats were so staggering.

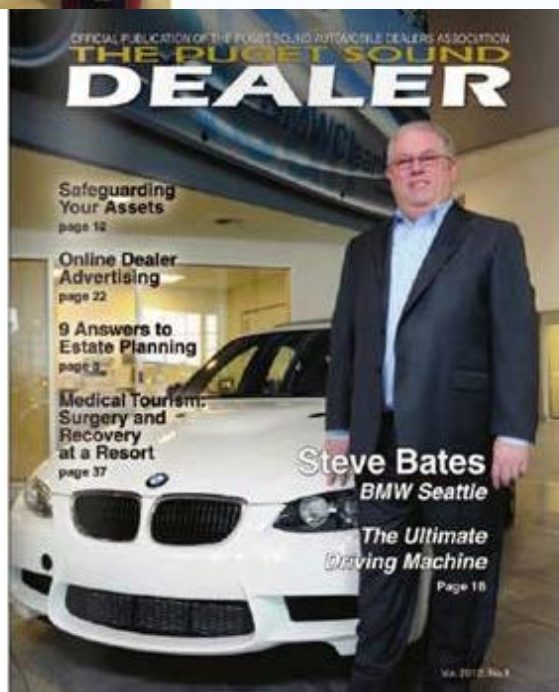
When he saw that number, coming from such an authoritative and reliable source, he just had to act on it. “I knew that times were going to get tough in auto retailing, and the tough would have to really get going to slam it into high gear, maybe even ‘Over-Drive,’ he winks, ‘to make it in today’s economy.” That was five years ago when he sold his first backlit 2’ x 3’ marquee for \$300. The cost was prohibitive, and even his own former Pizza Hut founder partner, now a master franchisee with Papa Johns’, turned him down.

So, Lekwa turned to his extensive resourcing skills to come up with an even cheaper, better solution. He knew the graphics had to perform by day – letting people look out of the store while advertising in full ‘billboard-size’ graphics on outside (hence “One-Way Vision Graphics”) – but, he also wanted to add nighttime backlit super-graphics. This would allow all out-of-business hours drive-by traffic to be caught, sold and cause them to book-mark in their minds the auto dealer’s location.



Fitness Together (FT) and GOLDS – franchisees tracked 5-10% Gains in Traffic.

After Lekwa had battled to get inroads into Fitness club franchisees across the country for five years before he perfected his LUMI backlit product, which spreads the low-cost halogen or LED white light evenly over the surface of the film for perfect marquee presentation, he found himself on the brink of quitting. “When 650 national franchisees who need the product desperately – who are shown 5-10% increases in sales occurred AFTER installations – and still do not generally ‘get it,’ it’s time to pack up,” Lekwa concluded. Then, just as he was about to walk away, and just as he was about to quit, just like when he pioneered his gourmet, ‘Coffees of the World,’ together with (SBC’s) Seattle’s Best Coffee founder in the late sixties almost five years before Schultz came to Seattle to buy Starbucks, or, when he persevered with European Goose Down comforter ensembles, [www.ScandiaDown.com](http://www.ScandiaDown.com), Lekwa tried one last assault.



When he called up twenty NW auto dealers at random to announce he was planning a ‘ganged printing’ that would get them this new product at ½ the going local market price – Lekwa prints in China getting the same volume pricing Coca Cola, Adidas and Michelin get from his printer (so he guarantees he will not be undersold) – Lekwa had shifted gears.

They all seemed genuinely enthusiastic; plus, they all seemed like really nice, open and reasonable guys to deal with. He selected two major brand dealers as his first customers. When the installations were in, and the backlit demonstration of 'LED backlighting' were made – he uses a little hand-held LED flashlight to show the ultimate marquee backlit effect - Lekwa knew he had another multi-hundred million dollar 'Golden' hit on his hands.

As with gourmet coffees and European down comforter ensembles before LUMI's, Lekwa in his own 'Golden Years,' had discovered his old perseverance, again, which had earned him his original, coveted Midas touch. Could he do it still one more time? Only time and auto dealers' rush to mass embrace of LUMI's will tell.



Known as "Neal Golden" in his professional entertainment and design & ART careers, his entertainment AKA may just carry over to his Auto Dealership advertising. Combining huge LED displays used in football stadiums, combined with rows of branded flag banners and other graphic 'Last Mile' merchandising products, Lekwa is fleshing out his Calbert Group line fast. Now he means to beam his assault on the New Auto market in general.

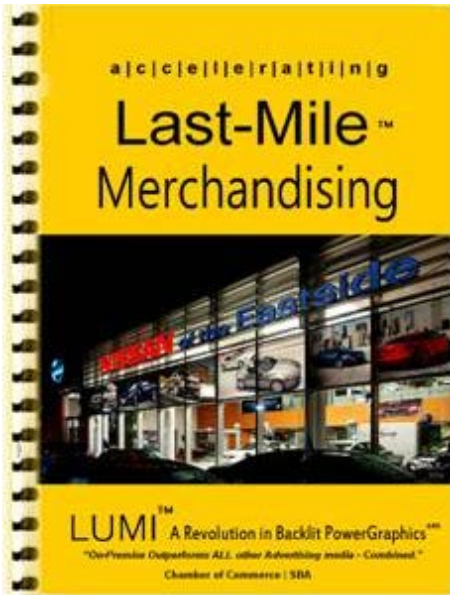
And, he wants to be to them what Starbucks means to coffee lovers. And, Scandia Down means to lovers of fine bedding and lines. #1 and LUMiS heading their niche totem poles.

~

When the front desk receptionist echoes, "Mr. Golden to see you, Mr. Newsales," the General Managers, Lekwa feels, will come running. For they will know he's there to perform nothing short of transforming their auto dealership sales.

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