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Brand Experiences: Interstate Batteries Creates Summer Snow Days

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Interstate Batteries is creating summer "Snow Days" in advance of Minor League Baseball games in five markets to educate consumers about the need to have their batteries checked during the summer months when heat kills batteries faster than in the winter. The experience launched on July 17 in Sacramento, CA, and will travel to Oklahoma City, Interstate's hometown of Dallas, Jacksonville, FL and Des Moines, IA before wrapping up in mid-August.



For each event, three semi tractor-trailers will deliver 18 tons of ice that will be shaved into snow and formed into an eight-foot high snow tube run with a quarter-pipe at the bottom and a play area for snowball fights and snowman building. Brand ambassadors will hand out hand-held fans and snow

cones in Interstate's bright green color, help kids enjoy an Interstate Batteries-branded jump house and answer questions about car batteries. Racing fans can get their picture taken with an Interstate Batteries racecar or with a race-themed SUV limo.

A text-to-win program before and throughout each baseball game offers a chance to win one of 50 batteries. Texters also can get a link to the mobile version of Interstate Batteries' dealer locator for a free battery check. Interstate's 140 retailers will also promote the "Summer Heat Kills Batteries" message in-store, along with an online campaign, regional radio, p.r. and graphics on its fleet of trucks.

The snow days are part of a strategy to diversify Interstate's media efforts since it dialed back its NASCAR sponsorship last year. "We now have the budget to experiment with something new and different and a little outrageous for us," Scott Miller, vp-creative communication and events at Interstate, told Buzz. "We felt this would be the most memorable way we could impact the consumer with this event that is counterintuitive in the middle of the summer with snow. We think it's a great way to drive home the point of the need to get people to test their car batteries in the summer." Agency: Firehouse, Dallas.

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