

# ADWEEK

## Kaplan Thaler, Spark Win Napa Auto Parts

**The client spends more than \$20 mil. annually in measured media**

Dec 18, 2009

- Andrew McMains



The Publicis Groupe team of The Kaplan Thaler Group and Spark Communications has landed creative and media duties, respectively, on Napa Auto Parts after a review, Kaplan Thaler said today.

Sources identified the other finalists as independent Cramer-Krasselt in Chicago and Interpublic Group's Carmichael Lynch in Minneapolis.

The incumbent was independent Fahlgren in Columbus, Ohio.

The Bedford Group in Atlanta managed the review for the client, a unit of Genuine Parts, also in Atlanta.

Major media spending on the brand totaled \$20 million last year and nearly \$25 million in the first 10 months of 2009, according to Nielsen. Those figures don't include online spending.

The creative portion includes traditional ads, digital marketing and point-of-sale collateral, according to the New York-based Kaplan Thaler.

Spark will handle media planning and buying duties out of its Chicago office.

In making the selection, Napa vice president of

marketing strategy Gaylord Spencer cited Kaplan Thaler's "deep understanding of our brand's needs and their ability to deliver across all platforms, especially digital."

In the U.S., Napa operates some 13,000 AutoCare and AutoCare Collision centers, 6,000 auto parts stores and 64 distribution centers.

Advertisement

**YOUR AD  
HERE  
ADWEEK**

Contact: 646-654-5502

Print Powered By  FormatDynamics™