



## Mr. Lube takes Top Honors as BCAMA “2008 Marketer of the Year”

Vancouver, BC, June 26, 2008 – The BC Chapter of the American Marketing Association (BCAMA) has named Mr. Lube winner of the coveted “Marketer of the Year” award for 2008. This category leader in the routine maintenance sector is being recognized for successfully rebranding itself and turning the organization into a market leader.

“Marketer of the Year”, the BCAMA’s prestigious honour is presented annually for the most outstanding integrated marketing strategy in the province. Mr. Lube was chosen for its focused and aggressive branding and marketing strategy.

“The BCAMA is proud to be honouring Mr. Lube with the 2008 Marketer of the Year Award. The decision to recognize the tremendous work of Mr. Lube was a result of the marketing creativity the organization brought to a traditionally low interest category with a focused strategy and message. It was a well-rounded success story with excellent results,” says Laura McBride, past President and Chair of the MOY Judging Committee.

“It is a tremendous acknowledgement to win this year’s award. Our advertising partners at Rethink Communications and the team at Mr. Lube have worked exceptionally hard and we are proud of everyone’s commitment to further the Mr. Lube brand. Every area of the organization was evaluated and improved upon to deliver on our marketing strategy,” says Brent Cuthbertson, Vice President, Marketing, Mr. Lube Canada. “Mr. Lube has positioned the brand as the dealer alternative for routine vehicle maintenance. Our campaign delivers this message through a humorous approach contrasting the typical dealer experience. We have focused on two key proofs points that are important to consumers “no appointment necessary” and “warranty approved” services ultimately changing the customer’s perception of Mr. Lube. It’s not just about creating great advertising but creating a “movement”.”

“The focus and alignment of our three pillar strategy – Brand, Franchise Profitability and Customer Experience - has allowed the organization to accelerate change and build momentum quickly,” says Paul Healey, President and CEO of Mr. Lube Canada. “Our campaign goes beyond a traditional rebranding initiative and demonstrates how an already industry leading organization needs to press beyond the current boundaries in order to obtain peak performance.”

The BCAMA will present the award to Mr. Lube at the 38<sup>th</sup> Annual Marketer of the Year Gala at the Westin Bayshore Resort and Marina in September 29, 2008. For event details and ticket information, please visit [www.bcama.com](http://www.bcama.com)

### **About BCAMA**

The BC Chapter of the American Marketing Association ([www.bcama.com](http://www.bcama.com)) has been the province’s leading marketing source since 1955. With approximately 500 members, the BCAMA is a non-profit association made possible by a dedicated team of volunteers including Board Members, Committee Members and Sponsors. As one of the most highly regarded chapters in North America, BCAMA was awarded with the prestigious international “Chapter of the Year” in 1995, 1996, “Chapter of Excellence” in 1997, and special merits in both 2004 and 2006.

### **About Mr. Lube Canada**

Mr. Lube Canada is Canada’s leading quick lube provider in the automotive routine maintenance category with 93 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 32 million customers in its 32 year history. Headquartered in Delta, BC, the company also has a regional office in Mississauga, Ontario to support its national franchise network.



Mr. Lube Canada and the Mr. Lube Foundation's primary focus for support are Prostate Cancer Research and Education and Children's Welfare. Since 2002, Mr. Lube Canada and the Mr. Lube Foundation have donated over \$3 million dollars to these and other local charities across the country. For further information, visit [www.mrlube.com](http://www.mrlube.com).

**Contact Information:**

Georgia Dahle  
Director, Corporate Communications  
Mr. Lube Canada  
Phone: 604 418 4755  
Email: [gdahle@mrlube.com](mailto:gdahle@mrlube.com)

Heather Phillips  
Communications Director  
BCAMA  
Phone: 604 928 4358  
Email: [hphillips@gmail.com](mailto:hphillips@gmail.com)