

CHAPTER IX

ADVERTISING AS A MEANS OF HELPING DEALERS TO MEET COMPETITION

The company has been continuously carrying out advertising campaigns to assist Esso dealers in making more aggressive sales. Hardly is one campaign over when the next one is being developed. This is a golden opportunity for all dealers to "cash in" on the publicity which the company has launched. Those dealers who have been wise enough to make use of the company's nation-wide advertising during the campaign periods have increased their sales and profits. These campaigns are carried out to boost dealers' sales as the company believes that dealers' success is its success.

Towards the third quarter of last year, the company launched a nation-wide "Tiger Campaign" with the main objective of boosting the sales of Esso Extra and thus helping its dealers to make greater profits. It is to be noted that most of the advertising expenses are paid by the company and the dealers are encouraged to take advantage of them. As a result of the biggest advertising campaign ever to be put forth by any company in this country, the "Tiger" now

roams across every state in Malaya. The "Put a Tiger into your Tank" slogan is exposed to many thousands of motorists and they are greeted by the familiar "Tiger" in mass advertising media and at Esso stations when they travel from one state to another. This huge campaign has been a great help to Esso dealers generally and has undoubtedly brought about closer relations between the company and its dealers since both as a result of this, enjoy greater profits.

At the beginning of 1965, Esso had 344 outlets, now it has 363.⁴¹ In addition to these, a series of modernization projects to improve the facilities of many existing service stations were undertaken and as a preliminary to the "Tiger Campaign" a new Esso identification was introduced, giving the new look which now prevails in all Esso stations.

All these the company does so that it and all its dealers will be able to meet stiff competition from other companies. While Esso has been improving and accelerating its retail marketing activities, the other petroleum companies too have been similarly active. There were 867 outlets competing with Esso

⁴¹ This figure includes the stations in Singapore, Malaya, and Borneo.

See Esso, List of Retail Outlets, Esso Standard Malaya Ltd., Esso Singapore and Esso Borneo, 1966.

in Malaya at the beginning of 1965, and by the end of the year there were 927 outlets many of which were set up by Mobil and British Petroleum.

To meet this threat Esso has introduced the current nation-wide "Tiger Campaign" which are added attractions to the company's sales promotion programmes. These sales efforts are an indication of the company's interest in the dealers. In its quest for maximization of profits, the company does not for once forget that dealer prosperity is also company prosperity.

