**AutoZone Brand Voice Guide**

**AutoZone is looking to grow:**

* With the Big 6 automakers. They are wanting to boost the sales of their big 5 products and drive foot traffic with check engine lights / fix finder queries.

**AutoZone wants to specifically focus on:**

* Adding educational top funnel content to the site. They want to create more of this particular content in order to bring customers who are in the informational stage to their site. By doing so, they would like the end result to be establishing AutoZone.com as an authoritative source of trustworthy information.

**AutoZone’s main competitors are:**

* Direct Competitors: Advance Auto Parts, O’Reilly, and NAPA.
* SERP Competitors: Amazon, AutoAnything, eBay, Rock Auto, CarID, and Walmart.

**AutoZone wants to be synonymous with:**

* A source of trustworthy advice for all customers seeking automotive direction. As well, they want to be the direct source of all the parts needed to fix one’s car.

**AutoZone would like to be portrayed with these personality traits:**

1. Helpful
2. Insightful
3. Reliable
* Autozone’s brand personality traits reflect their goal to equip DIYers with the parts and knowledge they need to do the job right.
* **AutoZone’s pledge:**

AutoZoners always put customers first!

    We know our parts and products.

    Our stores look great!

      We've got the best merchandise at the right price.

* **Values:**

An AutoZoner always...

      Puts Customers First

      Cares About People

      Strives for Exceptional Performance

      Energizes Others

      Embraces Diversity

      Helps Teams Succeed

**AutoZone is unique because:**

* They are dedicated to providing the best information as to how customers can take auto repair into their own hands by always going the extra mile to help customers. This ranges from simply looking through vehicle diagrams with the customer or helping a customer install a new battery.

**1-3 websites that embody what AutoZone’s site is aiming to achieve as a brand and why:**

a. <https://www.build.com/> is a great example of informative ecommerce. Their website can be navigated intuitively, and their PDPs are jam-packed with informative copy, features, dimensions, components, and even resources from the manufacturer.

b. [https://www.revzilla.com](https://www.revzilla.com/) has great informative content. Their blog contains great information in articles that are short but heavy on the right info. Their content is fun and engaging, though at times a little more casual than the AutoZone brand.

c. [https://www.carid.com](https://www.carid.com/) does a great job displaying their products. Product images on their site show all of the included components and will sometimes even show how the product looks installed on a vehicle. There are also a lot of product images.