



SPEEDCO Drives Brand Compliance with New Marketing Toolkit

CHALLENGE

- Muted brand voice among trucking industry competitors
- Brand positioning not connecting with target audience
- Minimal shop loyalty among truck maintenance decision-makers

SOLUTION

Establish Speedco as a major service provider within the semi-truck maintenance industry and reposition the brand to focus on benefits rather than features in order to build brand loyalty

APPROACH

- Conduct research to reveal key insights about competitors and target audience
- Create a new brand platform and 'marketecture' to distinguish Speedco from competitors
- Refine brand standards and develop a new style guide
- Develop a strategic go-to-market action plan specifically focused on the steps needed to move in a new direction
- Rollout a national marketing and advertising campaign to build awareness, drive traffic/trial and increase customer loyalty

OUTCOMES

