



CASE STUDY

Elevation Marketing helps truck dealer with a brand refresh to tell a new story about industry leadership and innovation

elevationb2b.com



elevationmarketing



BACKGROUND

Summit Truck Group operates 26 commercial truck and bus dealerships in seven states and employs more than 800 people. With more than seven decades of service to the trucking industry, Summit enjoys a strong reputation and many long-term, satisfied customers who have looked to it for high quality new or used trucks and trailers, as well as trusted service. Summit has earned positive positioning in its industry by adhering to a simple philosophy of answering to the changing needs of its fleet clients.

Today's Summit Truck Group is very different from the company whose roots were in traditional dealership transactions. Its offerings go far beyond the sale, lease or service of trucks and have progressed to a role in the actual management of valued customers' fleets. This business shift has thrust Summit into the technology space, too, with the development of its telematics software, Summit Connected.

With Summit Connected, fleet vehicles alert drivers and supervisors when repairs are needed, or maintenance is required. The technology also coordinates with fleet supervisors and repair facilities to schedule repairs or maintenance, and even check parts availability. The company also recently launched Peak Trailer, which offers a wide range of customization opportunities for Summit customers.



CHALLENGE

Summit's excellent reputation was, unfortunately, hampered by a tired brand identity that didn't reflect its depth of industry experience and sophistication. *A new brand look and story was needed to help its B2B customers understand that Summit had evolved far beyond its dealership roots and progressed to the role of a management partner dedicated to keeping fleets moving, minimizing downtime and maximizing productivity.*

The refresh needed to start with strategy, messaging and positioning statements and evolve to become a fully integrated program encompassing marketing, sales and web assets. Then, more specific Summit Connected branding and marketing efforts would be needed to launch and increase awareness of this dynamic new product. In addition, the Peak Trailer sub-brand and its unique custom fabrication capabilities would need to embrace Summit's spirit of innovation.

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STRATEGY

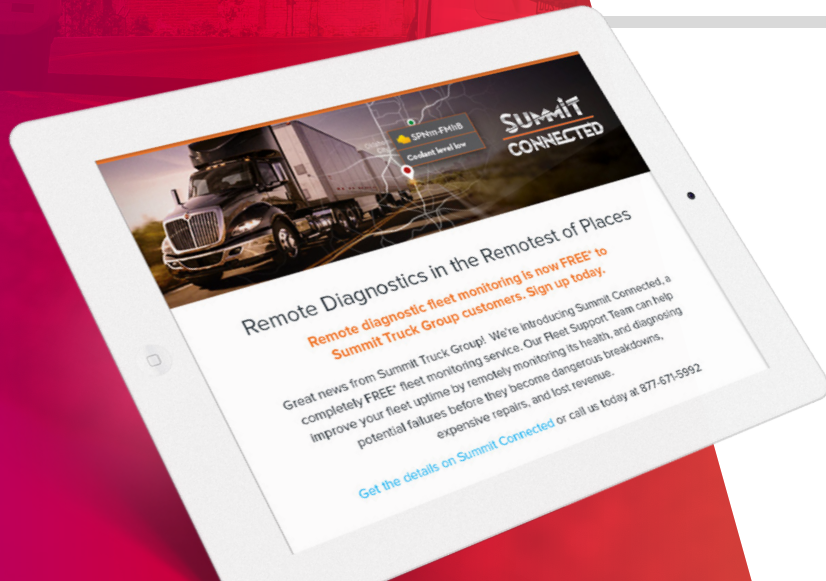
Elevation deployed its proven research processes to support the execution of the Summit, Summit Connected and Peak Trailer brands. The multiphase approach included:

Phase 1: Discovery

The Elevation team initiated on-site stakeholder interviews, reviewed existing marketing and sales materials, and conducted online surveys and media research to gain insight into Summit's brand equity. Team members also observed the inner workings of fleet operations firsthand to better understand the brand experience from the customer perspective, and to determine how Summit Connected and Peak Trailer integrated into the fleet experience as solutions for supervisors who count on their trucks staying in service.

Phase 2: Research & recommendations

The team could quickly see that the company's brand identity did not reflect the company that Summit had become. Branding and messaging needed an overhaul to respect Summit's history and dedication to customers while reflecting its industry leadership, innovative spirit and ability to integrate technology and customized experiences in a way that wasn't a flashy add-on, but a true enhancement to a fleet operator's capabilities—one that made a difference to the bottom line.



STRATEGY

Armed with valuable research, the team was ready to tackle a brand refresh that better reflected today's Summit Truck Group and highlighted the Summit Connected and Peak Trailer sub-brands.

Phase 3: Foundational brand strategy

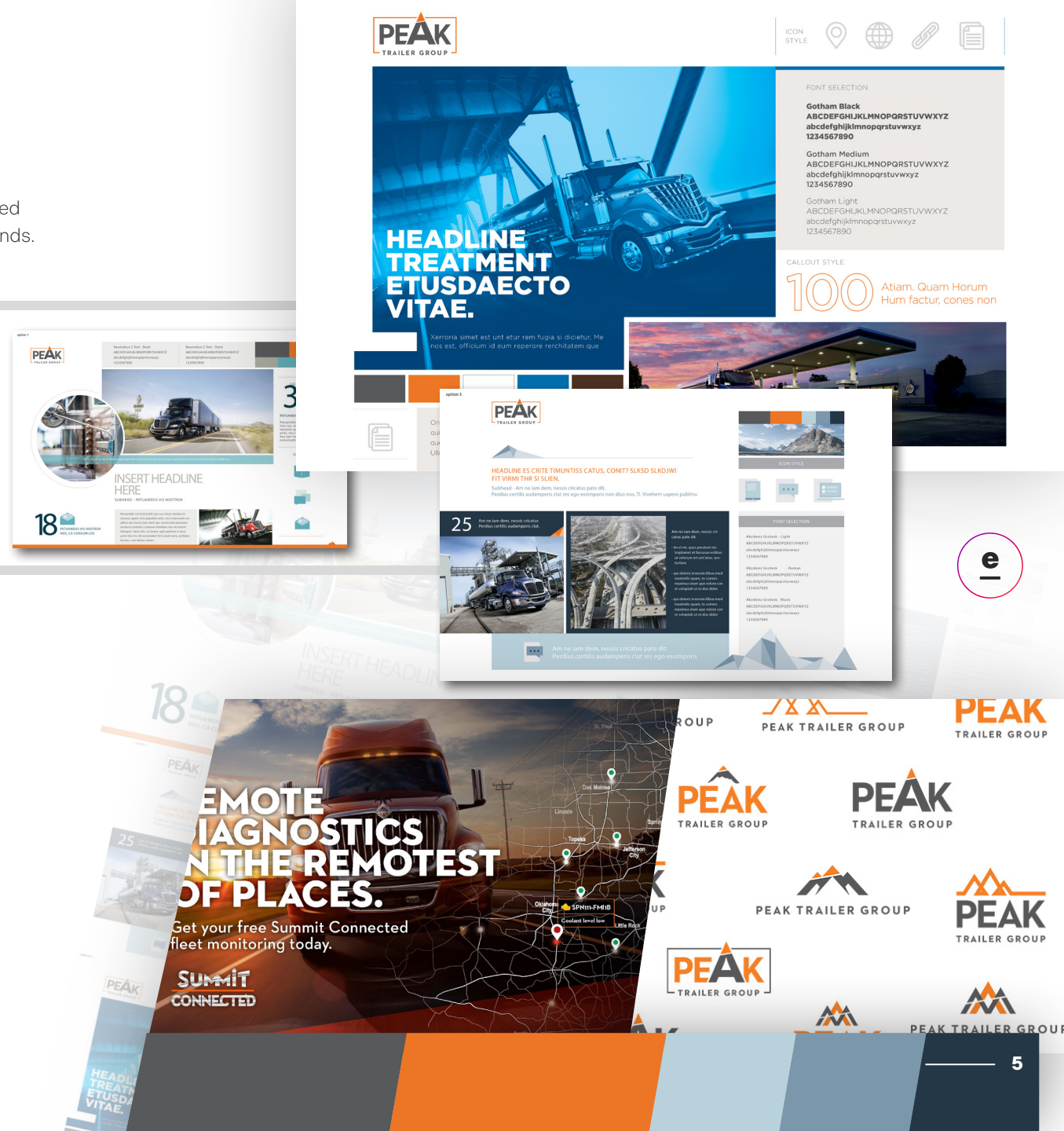
Elevation provided recommendations for brand strategy and positioning and produced a selection of mood boards for the brand and sub-brands.

Phase 4: Creative rollout

Quickly embraced by company leaders, the foundational work was incorporated into the overall creative strategy deployed in assets supporting Summit, Summit Connected and Peak Trailer.

The creative featured a modern, refreshed palette and image library juxtaposing sleek, powerful photos of trucks with more straightforward depictions of the Summit Connected platform and fleet team. A new Summit logo design simply, but clearly, reflected the upward trajectory of the company.

The imagery and logo concepts were applied across the company's marketing assets, along with taglines and messaging highlighting company strengths: its ability to maximize up time, simplify processes and move their business forward. Assets included brochures, website pages, PowerPoint presentations, business cards and other sales enablement tools.

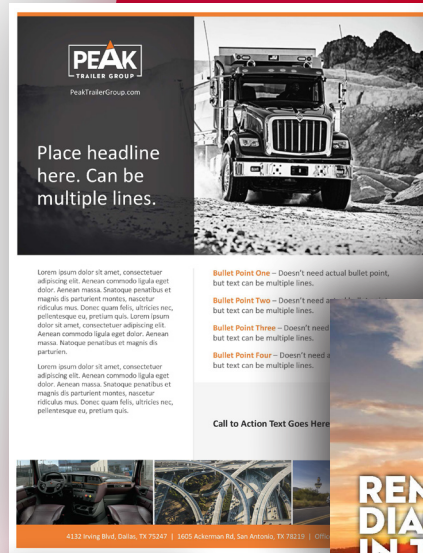


DELIVERABLES

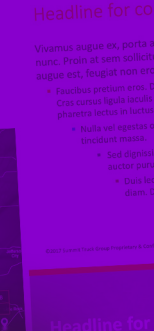
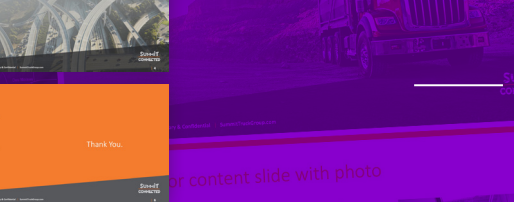
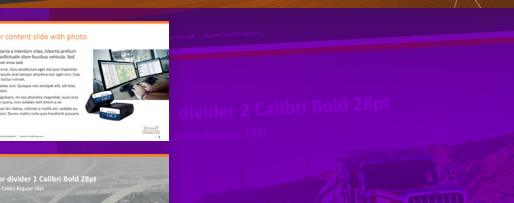
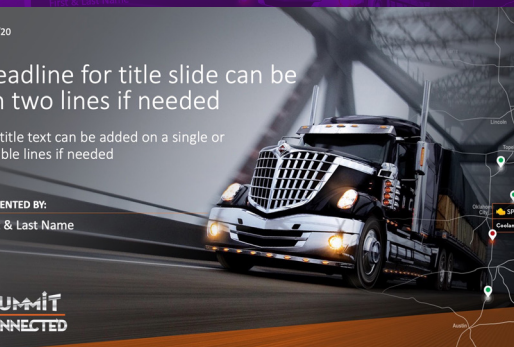
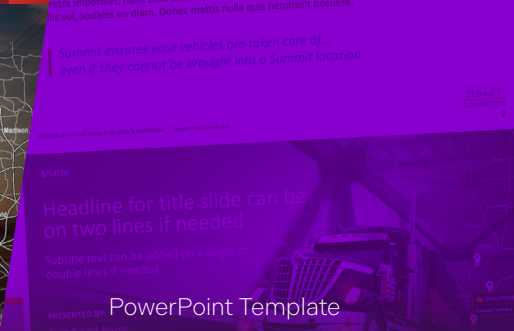
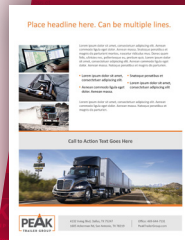
Elevation developed a number of assets that completely redefined the Summit Truck Group brand identity and highlighted the Summit Connected and Peak Trailer sub-brands.

Deliverables included:

- Mood boards
- Brand color palette
- Brand strategy and positioning statement
- Revamped brand imagery
- New logo
- Website page refreshes
- Newsletter templates
- Digital email campaign content
- PowerPoint refreshes
- Business cards
- New sales pitch deck
- Summit Connected booklet refresh



Digital Booklet





Postcard



WHEREVER YOU GO. WHATEVER YOU DRIVE. SUMMIT CONNECTED HAS YOUR BACK.

Remote diagnostic fleet monitoring is FREE to Summit Truck Group customers. Sign up today.

Summit Truck Group is revolutionizing uptime by alerting you of potential breakdowns. Our Fleet Support Team has all the tools available to remotely monitor the health of your vehicles, so we can:

- Strategically locate service locations for your fleet outside Summit's dealer network to expedite parts and service needs
- Provide customized communications of repair status
- Facilitate consistent communications between service locations and your Fleet Managers
- Fulfill your unique business needs
- Expedite Parts Orders & Update Case Files Daily
- Immediate vehicle evaluation by a Summit technician
- Communication about the repair required and estimated repair time



Already have an in-house fleet monitoring system in place?

Summit Connected gives your team the enhanced support they need to work smarter, faster and to back them up whenever they need it. This service is completely free for customers with 20 or more Summit trucks in their fleet.

Call 877-671-5992 today to learn more and get signed up for Summit Connected free diagnostic monitoring.

SUMMIT
TRUCK GROUP
A REACH COMPANY
1825 Lakeway Drive
Suite 700
Lewisville, TX 75057



New Logo

Letterhead



4132 Irving Blvd, Dallas, TX 75247
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PeakTrailerGroup.com

Business Card

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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