



Brand Summary

by



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Axle Advertisements

Brand Summary

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Disclaimer: This Brand Summary, created for Axle Advertisements, by 1318 Consulting, is designed to serve as a resource for both firms to assist in designing creative, messaging and other extensions of the brand. It is not intended to serve as a strategic business plan and increased company performance (including financial) is not promised nor guaranteed by 1318 Consulting.

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Methodology

The content presented in this Brand Summary is a result of Axle Advertisements's brand strategy session which took place on June 6, 2016. It is a result of both quantitative and qualitative measurements through ongoing conversation and brand strategy exercises (core brand dimensions, personality traits, brand deck and color properties).

The Brand Summary will be revised according to Axle Advertisements's preferences and suggestions.

Purpose

This document examines Axle Advertisements through a variety of lenses and perspectives. It is designed to deliver a wholistic overview of Axle Advertisements and how the firm can use language and imagery to reach its constituents in the most effective and efficient way.

This Brand Summary is created to ensure consistency in visual identity and messaging. 1318 Consulting suggests referencing this document prior to any new creative, design, messaging project or document created on behalf of Axle Advertisements. We recommend using the boilerplate language (page 3) to explain the firm and it's offerings (on print collateral, in press releases, as an elevator pitch, etc.), and the vision and mission statement (page 3) to guide decision making and long-term strategic initiatives.

Axle Advertisements

Brand Summary

DEFINITION OF AXLE ADVERTISEMENTS

Vision: to re-think ordinary.

Mission: we link the trucking and advertising industries by providing creative solutions to unsolved problems.

CORE VALUES

Why does Axle Advertisements exist?

To re-think traditional out-of-home advertising.

How does Axle Advertisements carry out its mission?

By partnering with trucking companies to re-engineer unused space into a creative, revenue generating resource.

What does Axle Advertisements do?

We sell out-of-home advertising space between the front and rear fairings of tractor trailers.

Offering: Axle Advertisements offers advertisers a moving out-of-home solution that enables trucking companies to increase the safety of their trailers and gain an additional stream of revenue.

Market: Innovative advertisers seeking unique channels to share their message and intrapreneurially minded trucking companies looking to increase their safety, efficiency and revenue.

Distinction: Axle Advertisements reinvents traditional products with consistent creativity.

Innovation — We are creative and imaginative problem solvers that constantly seek new ways to do our job better and provide you stronger solutions.

Purposeful — We design with purpose. There's no need to re-invent the wheel (plus, if there were no wheels, our product wouldn't exist).

Reliable — Safety is our number one priority. We only work with trucking companies who attain the highest safety ratings and compliance standards. You can depend on us just as you have been depending on the trucking industry for nearly 100 years.

Down to Earth — We're simple, genuine and honest. Why say ten words when two will do?

KEYWORDS

Advertising, advertisers, truckers, trucking company, trucking companies, out-of-home, billboard, media, media buy, solution.

BOILERPLATE: Axle Advertisements provides a moving out-of-home solution to advertisers by partnering with trucking companies to place advertisements on the side and rear fairings of trailers. This results in safer, more efficient trailers that also produce revenue for the trucking company and enables advertisers to share their message through a previously unused space.

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TARGET MARKET OF AXLE ADVERTISEMENTS

Trucking Companies

Primary Target Audience

Mike (49)



Mike is the Executive Vice President of a Cullman, Alabama trucking company. After graduating from Auburn University, he settled down to start a family. He prides himself on the fact that he has worked hard enough to give them a good life.

Hard work isn't the only thing Mike appreciates, he also enjoys efficient work. Mike has vast business experience and knows that to stay competitive, you always must be innovating. He knows that just because you've been doing things one way, doesn't mean you're doing things the best way. This type of mindset has enabled Mike to spearhead company growth for the last five years.

The same qualities that Mike champions in business is what attracted him to Axle Advertisements. Installing side skirts increases fuel efficiency which means that Mike's company saves money, and adding advertisements is an innovative way to increase revenue and stay ahead of his competitors.

Secondary Target Audience

Jack (55)



Jack is the President of a small Birmingham based trucking company. Jack took over the company from his father when he retired ten years ago. Born and raised in Birmingham, Jack places a high value on his family. Not just his immediate family, but his work family too. When he is not with family, Jack coaches his grandkids t-ball team and serves as an elder in his church.

Most of Jack's business network is made up of employees, family and friends. Many of the companies he transports for are old family friends. Jack only does business with people who he respects and can trust. This is because he greatly values hard, honest work and genuine people. This is the way his father taught him. His employees know that and they're grateful for it.

While initially hesitant of placing advertisements on his trucks, Jack has grown to be the company's biggest advocate. He was drawn to Axle's honest and genuine appearance and the transparency during the negotiations. Plus, more revenue means Jack can take better care of his business and his family.

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TARGET MARKET OF AXLE ADVERTISEMENTS

Advertisers

Primary Target Audience **Kate (32)**



Kate is the Director of Media Buying for Acceleration Marketing. Acceleration is a boutique marketing firm based in Birmingham, Alabama. The firm has seen rapid growth over the last five years in both their clientele and project scale.

When evaluating a media buy, Kate analyzes how the client can best reach their DMA. In many cases, that means in multiple cities and multiple places. In everything, budgets are limited and she wants to get the most exposure for her clients.

Axle Advertisements provides the perfect partnership for Acceleration's clients. It's not only an innovative solution that can capture an audience's attention, but it also provides a larger geographic reach. Kate helps her clients gain market awareness, and Acceleration becomes known for cutting-edge innovations that maximize their clients' interests. It's a win-win for all involved.

Secondary Target Audience **Peter (46)**



Peter is the Marketing Director for Southern Soul Chicken, which has grown from a small, family-owned food joint, to a key fast-casual player in the Southeast, with several locations in Georgia, Tennessee and Alabama.

As a mid-sized business, Southern Soul is focused on getting the best bang for their buck. Although they've seen success, competition is fierce and it's important to maximize every dollar that comes in. Peter is looking for a way to take Southern Soul to the next level, and knows that will come with greater market awareness.

Axle Advertisements provides Peter exactly what he needs. It enables him to spread the Southern Soul brand across a wider geographic area without having to purchase different media in each city. Their ad is not only on the move, but it's also cost effective. Peter gets exactly what he needs and helps increase awareness that also drive sales.

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BRAND ASSETS OF AXLE ADVERTISEMENTS

Primary Mark:



AXLE ADVERTISEMENTS

Secondary Mark:



Alternative Color: Gray (White not pictured)



AXLE ADVERTISEMENTS

Other Assets:

**FOR
ADVERTISERS**

**FOR
TRUCKING
COMPANIES**

Axle Advertisements

Brand Summary

VOICE AND IDENTITY OF AXLE ADVERTISEMENTS

Brand Voice

Attributes: Ambitious Big-thinking
Competitive Complex
Creative Daring
Genuine Innovative
Intelligent Passionate
Purposeful Resourceful
Tough Trusting

Positioning: Axle Advertisements is a burgeoning startup that is on the cusp of making a disruption in the market. Dynamic and knowledgeable, yet innovative and creative are essential elements of Axle that should be abundantly clear in every communicate.

1318 Consulting recommends highlighting the innovative idea, market disruption and unique technology that Axle Advertisements offers. We also recommend focusing on the wider geographic reach Axle offers advertisers and the increased efficiency and revenue provided to trucking companies.

Brand Typefaces

Heading 1: Gotham Medium* / Futura PT Bold**

Heading 2: Gotham Medium* / Futura PT Light**

Heading 3: GOTHAM MEDIUM UPPERCASE* /
FUTURA PT UPPERCASE**

Web Body: Europa**

*Logo fonts

**Web Safe Fonts

Brand Colors



GREEN

RGB 49-116-57

Hex #317439



WHITE

RGB 255-255-255

Hex #FFFFFF



GRAY

RGB 143-143-143

Hex #8F8F8F