

A photograph of a man with a beard and mustache wearing a cowboy hat, looking off to the side. He is standing next to a white truck with a large grille. The background is a misty mountain range.

Drivewyze®

Campaign Playbook

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Drivewyze®

Creative Campaign Strategy

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Campaign Strategy Concept

Drive On.

Lore

Story-driven

Vision

Family

Pride

Freedom to...

Power

Roots

You didn't get into this business to sit around and wait.

To you, the road represents something more. Freedom, independence, an honest day's work.

Drivewyze honors that feeling with technology that keeps you moving.

And easy-to-use software solutions that reward your hard work and commitment to safety.

There, and back again.

Because we know your milestones are measured in miles.

Let's bring back the spirit of the open road.

Drive on. Drivewyze.

Why “Drive on” works for our audiences

Driver Benefits	Business Owner Benefits
<ul style="list-style-type: none">• Increased trust on the road• Less intrusive oversight/less “red tape”• Acknowledges “time is money” attitude• More time at home• Recognition and reward for driving safely• Self-efficacy• Turns an ELD into something drivers WANT to use	<ul style="list-style-type: none">• Increased efficiency• Better productivity• Increased driver satisfaction and retention• Quick ramp-up time because of easy implementation• A high return on investment• Rewards drivers for being part of a winning team• Incorporates a sense of nostalgia to which owners can relate



Messaging Tone + Content Thematics

Messaging Tone + Content Thematics

Tone

Whether we're speaking to drivers, business owners, or transportation agency leaders, we're enabling a sense of freedom and power through the Drivewyze ecosystem. Drivewyze doesn't tell each of these groups how to best do their jobs: we actively help them do their best. We are confident and knowledgeable, but most importantly—we are approachable. We break down the complexities

of the trucking world and communicate them clearly to our audiences so they can navigate them easily. It is important to remember to always make our audiences the “heroes” of our messaging to them. In short—drivers and business owners are always the star of the show; Drivewyze solutions simply help them shine more brightly and “drive on.”

Content Thematics

The “Drive On” campaign revolves around two central themes: **Freedom** and **Power**. Our messaging should always ladder up to at least one of these themes.

Freedom Thematic

The ability to, with minimal interference, go where you need to go and do what you need to do to get the job done.

Power Thematic

The ability to have direct influence, oversight, and control over how you go about your responsibilities to reach your goals.

Messaging Checklist

Use this checklist when developing content for the “Drive on” campaign to ensure that your messaging is on-strategy.

- Is our audience’s needs and considerations the main focal point of the message?
- Have we included direct benefit language that will resonate with our target audience?
- Are we speaking directly and avoiding “filler” content?
- Does our message ladder up to one of the central themes of Freedom or Power?
- Does our messaging inspire and evoke the confidence, support, and vision of “Drive on”?



Freedom

Messaging Framework: Drivers

Longform copy samples	Headlines/Campaign Copy	Messaging Benefits
<p>GENERAL MESSAGING</p> <p>You became a driver because you felt a call: a call to keep moving, to brave challenges that few others are willing to face. At Drivewyze, we honor that spirit by giving you a direct route to fewer interruptions on the road.</p> <p>PRODUCT SPECIFIC (e-Inspection)</p> <p>You got into this business for the sense of freedom—filling out paperwork during inspections wasn't part of the plan. Get your time and your independence back with e-Inspection from Drivewyze.</p> <p>PRODUCT SPECIFIC (Safety+)</p> <p>Get the knowledge and roadside watchouts you need to move more freely with Drivewyze Safety+. With an ever-expanding library of alerts, you can proactively choose the best course and keep moving—safely.</p>	<ul style="list-style-type: none">• Rekindle the spirit of the open road. Drive on.• Travel the open road uninterrupted. Drive on.• Own your journey. Drive on.• The road is yours. Drive on.• Open up a smoother path. Drive on.• We make getting there and back again easier. Drive on.• Imagine if you could have kept going. Drive on.	<ul style="list-style-type: none">• Relatable—echoes driver concerns and frustrations of technological overreach• Embraces “open road” driver culture to lessen audience skepticism• Accessible—avoids overuse of industry jargon and solidifies Drivewyze as a provider of driver clarity• Clearly states driver pain points and communicates how Drivewyze solutions empower drivers to avoid those pain points

Facebook Ad

GENERAL MESSAGING

DOWNLOAD ↓

 Drivewyze
Sponsored · 

You became a driver because you felt a call to keep moving forward. We honor that spirit with technology that gets you where you need to be with fewer interruptions.



Getting there and back again is getting easier.
Drive on.

drivewyze.com

Find your freedom.

Learn more

 Like  Comment  Share

Digital Ad

PRODUCT SPECIFIC
MESSAGING (PreClear)

DOWNLOAD ↓



Billboard

PRODUCT SPECIFIC
MESSAGING (PreClear)

Alternative copy headline:

Imagine if you could have kept going. **Drive on.**

[DOWNLOAD ↓](#)



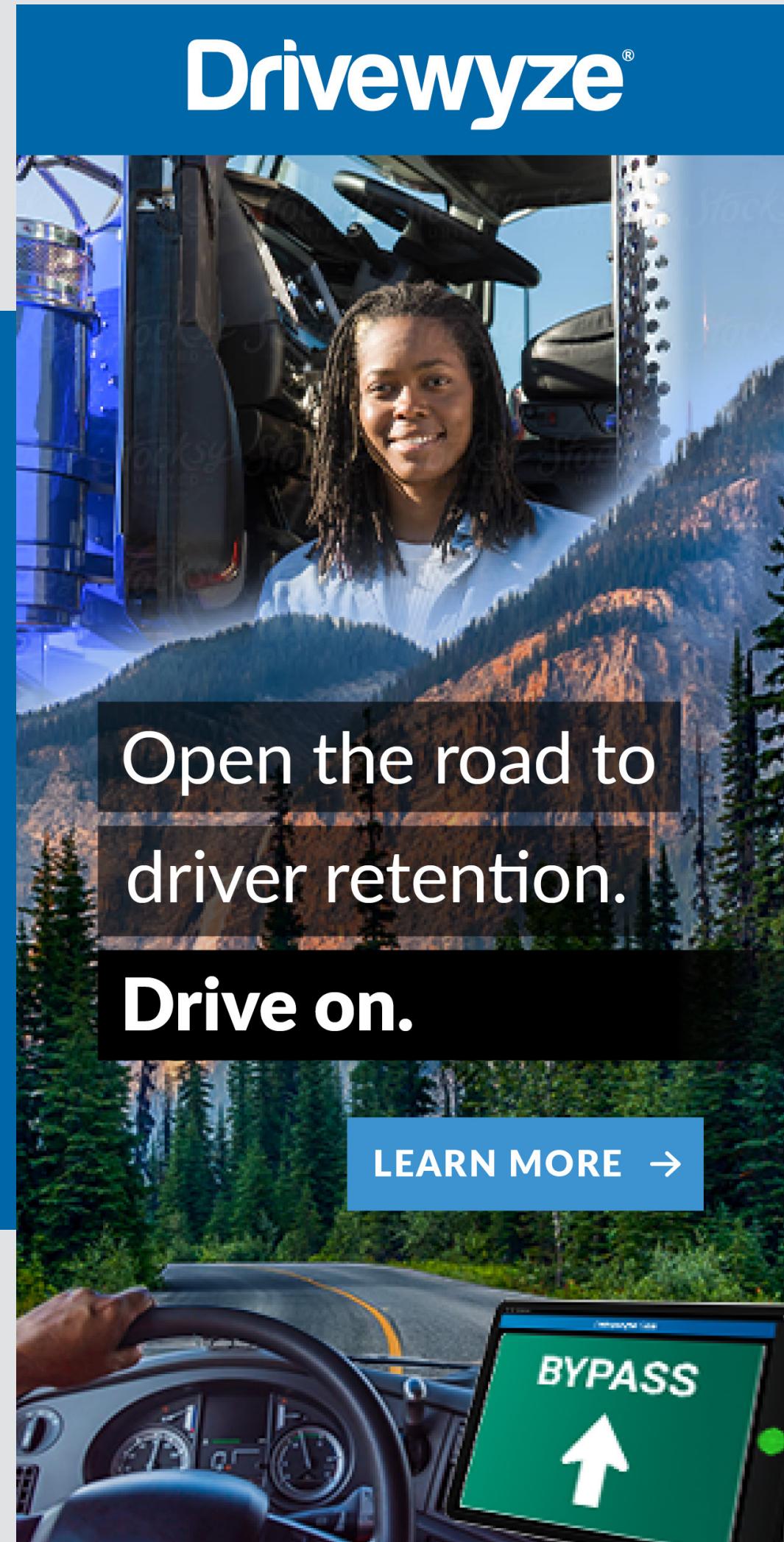
Messaging Framework: Business Owners & Professionals

Longform copy samples	Headlines/Campaign Copy	Messaging Benefits
<p>GENERAL MESSAGING</p> <p>When you know the road ahead, you have the freedom to navigate it however you see fit. Drivewyze lets you run your business smoothly by helping you avoid delays, keeping your drivers safe, and ultimately, getting your business to where it's going.</p> <p>PRODUCT SPECIFIC (PreClear)</p> <p>Freedom is core to the entrepreneurial spirit. At Drivewyze, we believe you deserve the tools to keep your business moving. With Drivewyze PreClear, your team can save money on fuel and save time spent waiting for weigh-ins—meaning happier, more efficient drivers.</p> <p>PRODUCT SPECIFIC (e-Inspection)</p> <p>Every inspection costs time. That's time your drivers could be using to drive on. At Drivewyze, we are building a better way—one that replaces manual verifications with automation. That means faster, more accurate inspections, so your drivers can skip the paperwork and do what they do best—drive on.</p>	<ul style="list-style-type: none">Wherever your business takes you, we will open the road. Drive on.Find your route to business growth. Drive on.Technology that lets your business do more. Drive on.Focus on your next frontier. Drive on.Your vision deserves a better journey. Drive on.	<ul style="list-style-type: none">Speaks to the freedom of the entrepreneurial spirit and helps business owners capture that spiritRecognizes that retaining drivers and keeping them happy is a major concern of owners

Digital Ad

GENERAL MESSAGING

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Power

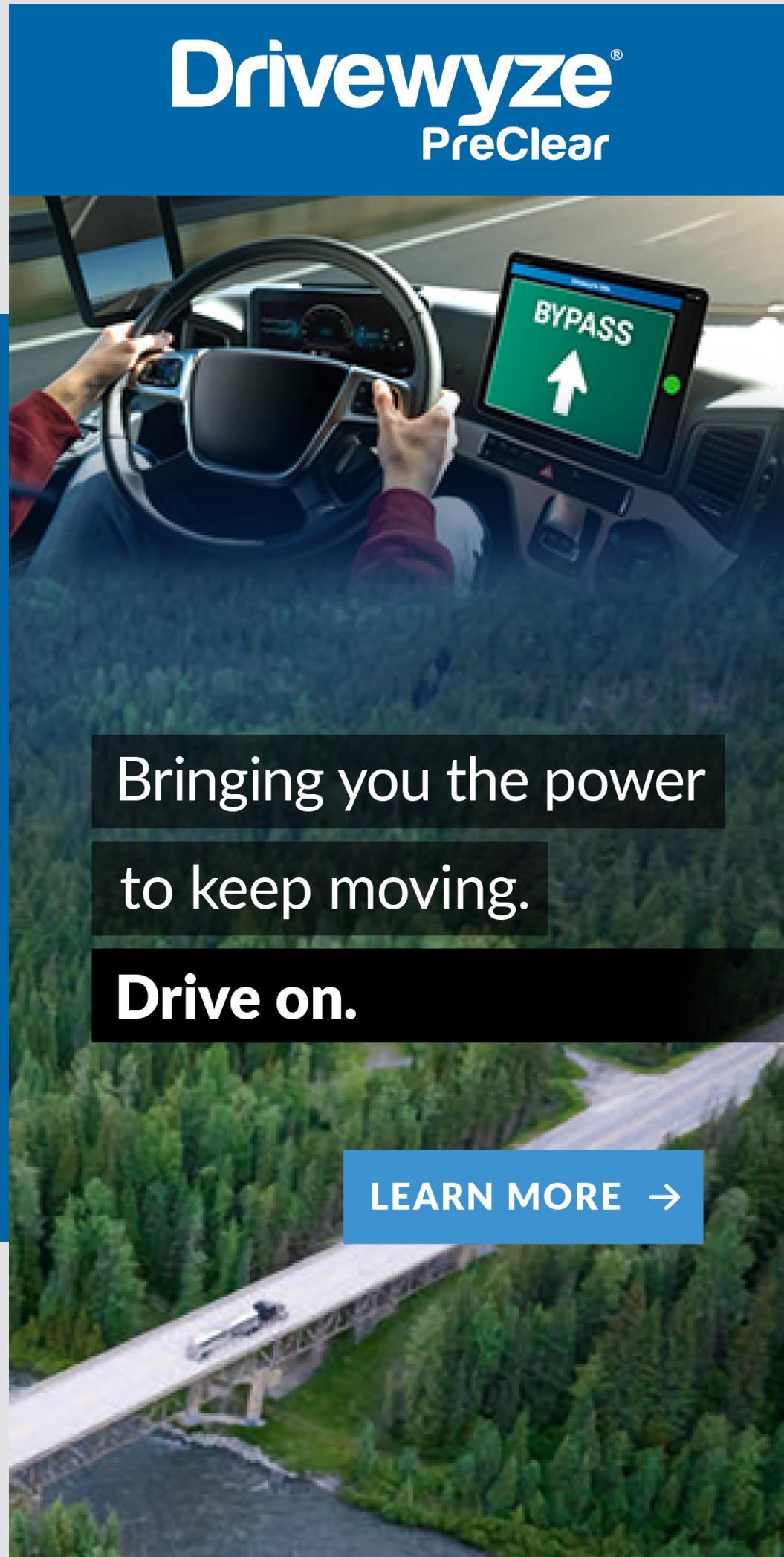
Messaging Framework: Drivers

Longform copy samples	Headlines/Campaign Copy	Messaging Benefits
<p>GENERAL MESSAGING</p> <p>Whether you're driving the long haul or just to the city next door, the road is yours. That's why Drivewyze is creating tools designed with you in mind that keep you driving forward.</p> <p>PRODUCT SPECIFIC (PreClear)</p> <p>Take control of the open road with Drivewyze PreClear. Drivewyze PreClear gives you bypass opportunities at over 840 sites across North America. That means you can get there and back again—quickly and safely.</p> <p>PRODUCT SPECIFIC (Safety+)</p> <p>When the roads are unfamiliar, Drivewyze Safety+ can help guide the way. With clear, in-cab safety notifications that keep you ahead of hazards, you will better know every hill, curve, and surprise before you even see them.</p>	<ul style="list-style-type: none">• Face the challenge with Drivewyze on your side. Drive on.• Bringing you the power to keep moving. Drive on.• Technology that reminds you why you got into this business in the first place. Drive on.• Reminding you why you got into this business. Drive on.• Bring your journey back to what matters. Drive on.	<ul style="list-style-type: none">• Recognizes and respects driver expertise• Positions Drivewyze as not another regulatory hoop to jump through, but a way of making those hoop more painless• Empowers drivers with the feeling of autonomy and control over their journey.• Encourages drivers to imagine what is possible with Drivewyze on their side.

Digital Ad

PRODUCT SPECIFIC
MESSAGING (PreClear)

DOWNLOAD ↓



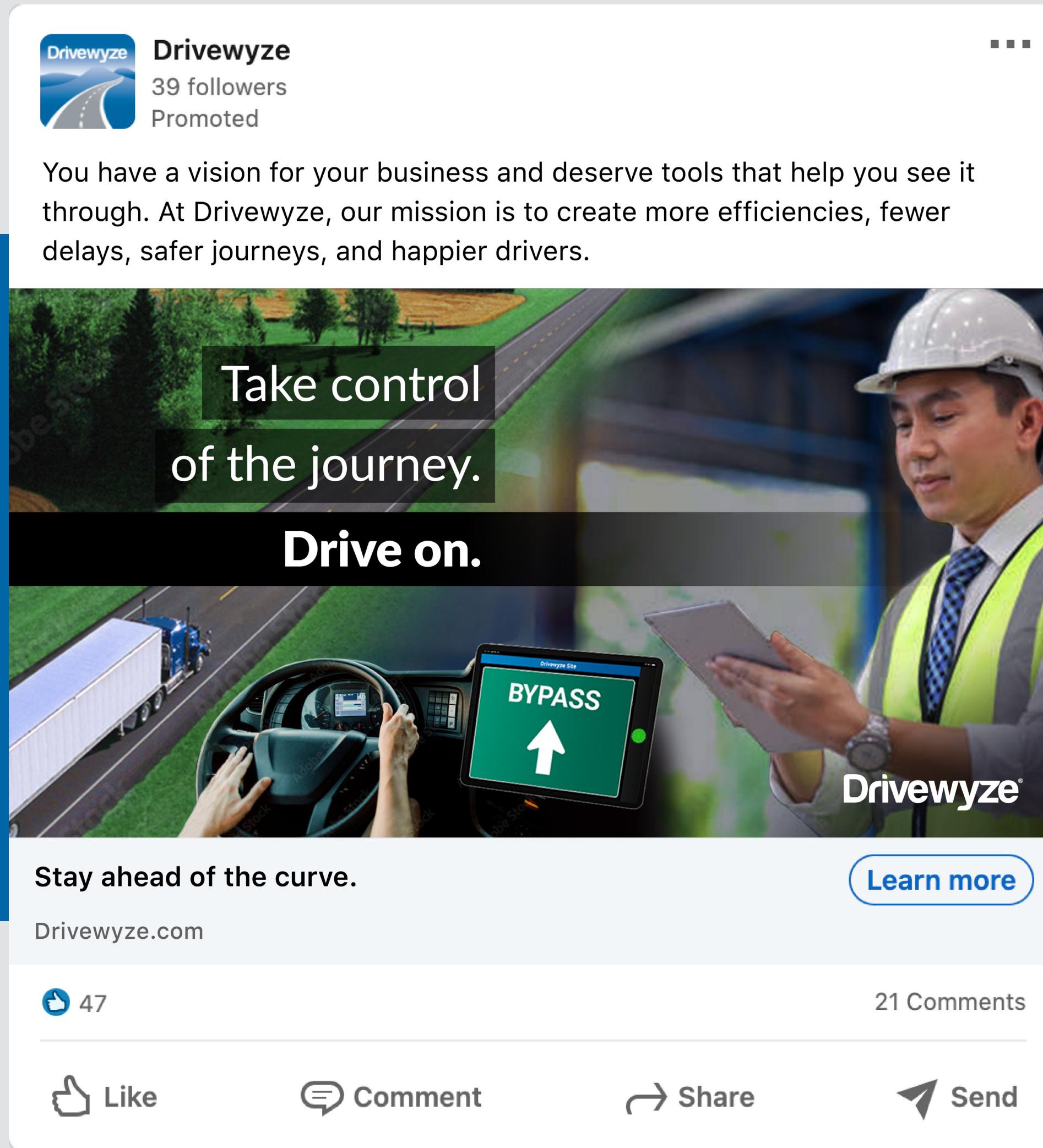
Messaging Framework: Business Owners & Professionals

Longform copy samples	Headlines/Campaign Copy	Messaging Benefits
<p>GENERAL MESSAGING</p> <p>You have a vision and the drive to make it real. Drivewyze can help you traverse the journey through creating more efficiencies, fewer delays, safer drivers, and happier customers.</p> <p>PRODUCT SPECIFIC (PreClear)</p> <p>Are you making the most of your hard-earned safety score? With Drivewyze PreClear, you can tap into real-time data that reveals how much time your trucks are spending at weigh stations. This data then puts you in control to see the best ways to further minimize downtime.</p> <p>PRODUCT SPECIFIC (Safety+)</p> <p>Drivewyze Safety+ uniquely allows you to coach your driver through the only proactive, in-cab safety driver coaching assistant on the market. Whether you want to remind drivers of safety protocols, guide them through a yard, or welcome them home—you have the power to craft the alerts they need.</p>	<ul style="list-style-type: none">Stay ahead of the curve with Drivewyze. Drive on.Take control of the journey. Drive on.You have the power to create a better business roadmap. Drive on.The power to keep your business moving. Drive on.Keep your business moving forward. Drive on.Solutions that propel your business. Drive on.	<ul style="list-style-type: none">Establishes business owners and professionals as the “quarterbacks” of their business teamsPositions owners/professionals as the most important support system for drivers (and that Drivewyze enables them to support their team more effectively)

LinkedIn/ Facebook Ad

GENERAL MESSAGING

DOWNLOAD ↓



Email Newsletter

PRODUCT SPECIFIC
MESSAGING (e-Inspection)

DOWNLOAD ↓

The screenshot shows a desktop application window for creating an email newsletter. The interface includes a toolbar at the top with various icons for file operations like back, forward, save, and delete. On the right side, there's a sidebar with user profile icons and a gear icon for settings. The main content area displays a newsletter template for 'Drivewyze' dated 'OCTOBER 2022'. The template features a photograph of a man in a blue shirt and glasses looking at a clipboard, with another person in a green shirt standing near a truck. A dark overlay on the photo contains the text 'Keep your business moving.' Below the image, a section reads 'Say goodbye to inspection congestion with Drivewyze e-Inspections.' followed by a detailed explanation of how e-Inspections reduce inspection time and improve efficiency. At the bottom, there's a call-to-action button labeled 'REQUEST TO PARTICIPATE →'.



Other

Messaging Framework: Transportation Agency Leaders

What this idea means for Agency Leaders	Benefit themes
<p>You create the environment that allows others to drive on safely. But there is a cost—you need to be everywhere at once and to see everything that's going on. And that can feel impossible...</p> <p>That's why Drivewyze is building the future of what is possible to see and regulate on the road. Our infrastructure solutions help enforcement agencies elevate their view, giving them the freedom of focus—to see more, know more, and do more where it counts.</p> <p>In our continued partnership with agencies across North America, we are constantly at work to further advance and provide technology that lets you get more done, so you can spread your safety efforts—making the highways a safer place for all to drive on.</p>	<ul style="list-style-type: none">• Drivewyze recognizes the sheer volume of enforcement required on the roads and seeks to enable agencies to lead with knowledge and transparency• Drivewyze will elevate agency visibility into what is happening on the roads, helping them see where their time is best spent. Freedom = focus• Emphasizes that agencies will have increased control over the road safety. With Drivewyze, you still set the rules, you run the roads, you choose who bypasses.

A composite image featuring a smiling woman and a young boy in the foreground, and a semi-truck driving on a highway in the background.

Drivewyze®

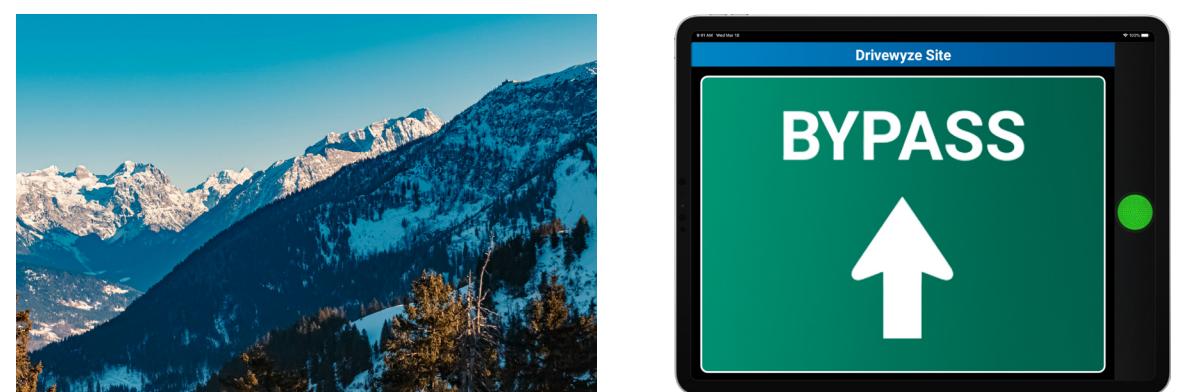
Creative Campaign Styling

Creating Campaign Imagery

- When creating a campaign image, start by blending two images together. Consider using truck images surrounded by beautiful scenery (trees, mountains, fields, etc.) in areas of North America that Drivewyze services, with images of people (Drivers or Business Owners & Professionals).
- Use an ELD's mocked up on a truck dashboard.



Note: The ELD/dashboard mock-up is bridged between the truck driver and the truck imagery.

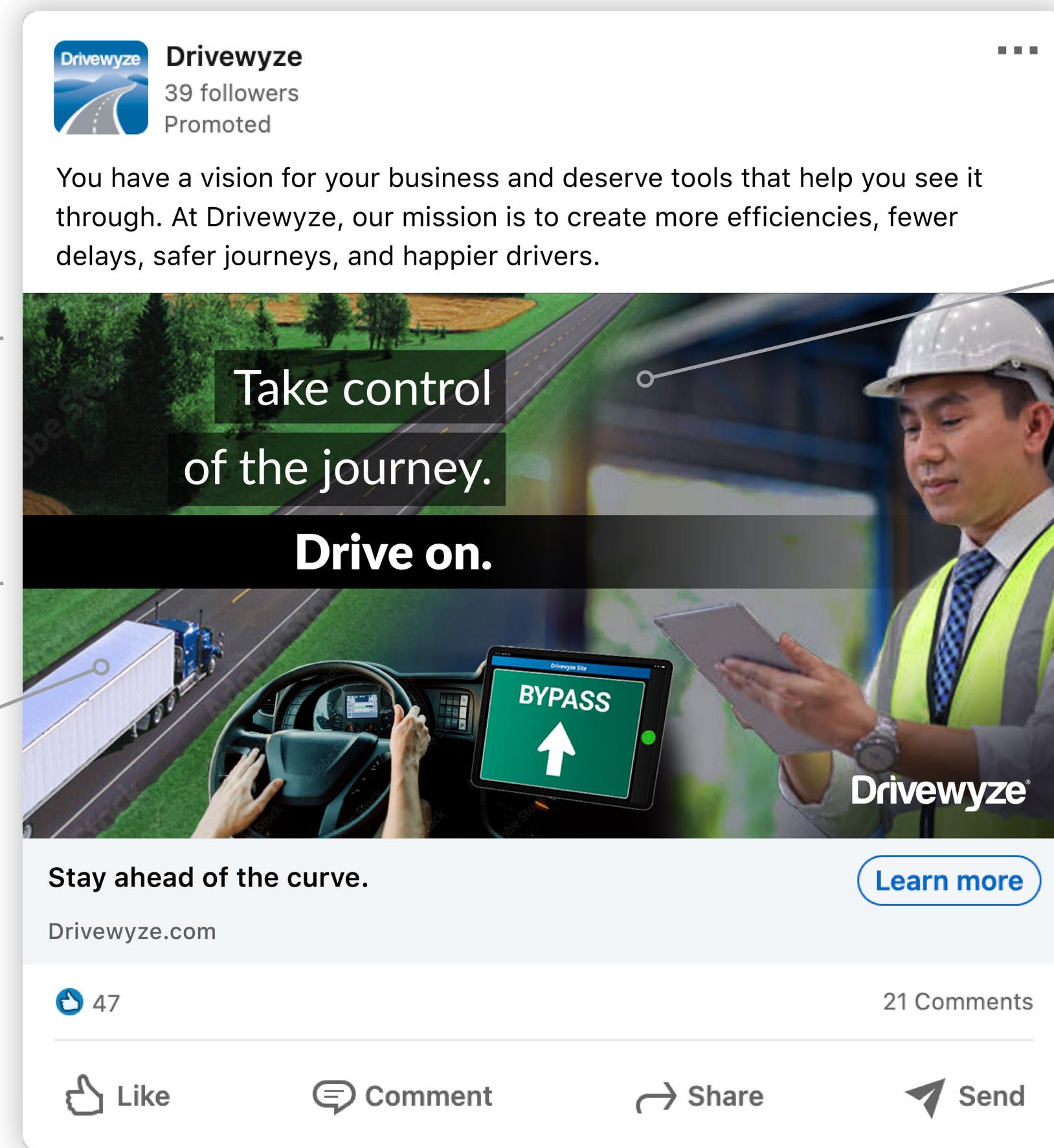


Visual Styling – Example 1

Use a black (70% opacity, multiply effect) rectangle behind all copy before the last line. Then, behind the last line, start with a black (100% opacity, multiply effect) rectangle and apply a gradient feather to the right to give the appearance that it's going behind the subject in the foreground.

Note: When copy enters the image from the left, the last black rectangle continues to communicate to the viewer with Drivewyze; you Drive On.

Avoid using cab-over trucks.
Focus on using trucks used in
the US & Canada.



When blending two images together, make sure there's a soft transition between images.

Visual Styling – Example 2

When promoting a featured product, use the corresponding logo lockup.

Font weight:

Lato Regular

Lato Black – for the last line



Enlarge messaging on the screen for better readability.

Use/shift the color of the images to have a cooler/blue tone.

Use feather gradient so the "Drive on." black line always bleeds and nicely fades off on the right side.

Use lighter blue color for buttons/CTA's



Appendix

Stock Image Links

Unpurchased Images

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- Father and son image [DOWNLOAD](#)

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- Truck driver [DOWNLOAD](#)

PAGE 18

- Truck dashboard [DOWNLOAD](#)

PAGE 21

- Truck driver [DOWNLOAD](#)
- Business owner [DOWNLOAD](#)

PAGE 12

- Truck dashboard [DOWNLOAD](#)

PAGE 15

- Truck driver [DOWNLOAD](#)

PAGE 20

- Truck on the road [DOWNLOAD](#)
- Truck dashboard [DOWNLOAD](#)
- Business owner [DOWNLOAD](#)

Purchased Images

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