



STYLE GUIDE

Full B2B Ad Campaign

“CHOOSE YOUR CHAMPION”

ABOUT THIS GUIDE

This style guide should be used as a reference for messaging direction when writing for any materials for ServiceMaster Restore as part of the “Choose Your Champion” B2B campaign. Please refer to the overall ServiceMaster Restore standard brand guide for best practices regarding the ServiceMaster Restore logo, brand typography, color, graphic elements and general messaging.

Campaign Overview

The goal of this campaign is to encourage residential insurance agents to recommend ServiceMaster Restore to their policyholders. We deliver that message through this campaign by leveraging elements of levity and nostalgia that are not typically seen in the home restoration industry, positioning ServiceMaster Restore’s differentiating factors, and most importantly, how those differentiating factors serve to directly benefit the insurance agent and their policyholders, alike.



MESSAGING

TONE

Tone of voice will give the messaging character, authority and will further the campaign's own personality.

LIGHTHEARTED

We know that dealing with home disasters can be traumatizing. We aim to bring some levity to the restoration industry by using video game jargon. Paired with this lightheartedness, we also speak in a manner that still respects the serious reality of home disaster.

CONFIDENT

We are leaders in the home restoration industry, and we know it. In the way we speak, we must demonstrate confidence in our abilities and confidence in the agents who recommend us.

PROACTIVE

We gained our reputation for excellence by anticipating the needs of the people we work with — homeowners and insurance agents alike. We need to show that we know what each stakeholder needs from us and that we can provide it.

CONTENT

The crux of the messaging should be the concrete ways in which we are better for serving not just policyholders, but the insurance agents that recommend us.

There are 3 key differentiating factors that we want to highlight:

EXPERIENCE

ServiceMaster Restore has over 65 years of experience in home restoration, so a recommendation for us ensures that the job is always done right.

CUSTOMER SATISFACTION

According to a recent J.D. Power study, insurance agents who recommended ServiceMaster Restore to their policyholders received a 22-point boost in customer satisfaction.

RESPONSE TIME

We act fast with a guaranteed 2-4 hour response time from first notice of loss (FNOL).

CAMPAIGN CHANNELS

SOCIAL

Messaging for social channels allows for slightly more expansive copy, specifically for captions (however, we still recommend a maximum of 2-3 sentence for captions to ensure we don't lose our audience's attention). While the main benefits of a SMR recommendation should be readily apparent by the main graphic, the headline and caption copy can "tease up" to the benefits that a SMR recommendation can afford to agents or provide additional detail.

Image Copy Samples	Caption Samples
Level up your home restoration player	Whether we're battling weather, water, fire, or mold damage, we've got what it takes to give your policyholders' homes and your customer satisfaction scores a 1-Up.
Choose your champion for home restoration	Choose the best champion for the home restoration battle. A recommendation for ServiceMaster Restore will send you to the top of your policyholders' high score list.
Disaster doesn't mean "game over" for your policyholders	With a proven supercharge to your customer satisfaction scores, a recommendation for ServiceMaster Restore is the best way to win the restoration battle.
Get a customer satisfaction high score	Power up your policyholders' satisfaction with a recommendation for ServiceMaster Restore.
Quality restoration, quickly (<i>vehicle specific</i>)	A recommendation for ServiceMaster Restore means a 1-Up for high-quality, prompt service that gets your policyholders back into their homes more quickly. (<i>vehicle specific</i>)

ServiceMaster Restore
328 followers
Promoted

Choose the best champion for the home restoration battle. A recommendation for ServiceMaster Restore will send you to the top of your policyholders' high score list.

LEVEL UP **YOUR HOME RESTORATION PLAYER**

EXPERIENCE:
65+ YEARS

22 POINT BOOST
IN CUSTOMER
SATISFACTION
(J.D. POWER 2020 STUDY)

WEATHER DAMAGE

Recommend ServiceMaster Restore

Learn More

CAMPAIGN CHANNELS

WEB BANNERS

Due to size constraints, featured copy on web banners should be minimal — short headlines that serve to bolster the concept presented in the featured imagery or spark intrigue paired with a call to action. The CTA can be video-game-themed, or the general purposed CTA “recommend us.”

Image Copy Samples	CTA Samples	DISASTER DOESN'T HAVE TO MEAN GAME OVER	YOUR GO-TO CHAMPION FOR HOME RESTORATION	YOUR GO-TO CHAMPION FOR HOME RESTORATION	MASTER THE HOME RESTORATION GAME	A POWER-UP FOR POLICYHOLDER SATISFACTION	A POWER-UP FOR PROMPTNESS
Your go-to champion for home restoration. Disaster doesn't have to mean “game over.” Win the restoration battle. Master the home restoration game. A power-up for policyholder satisfaction. Give your customer satisfaction scores a 1-Up. Level up your restoration recommendation. A power-up for promptness (<i>vehicle specific</i>) Ability Unlocked: Rapid Responders (<i>vehicle specific</i>)	Level Up Press Start Start Quest Boost Your Scores Recommend Us						

CAMPAIGN CHANNELS

PRINT

Depending on the specific print execution, messaging can be more in-depth. By expanding upon featured statistics, we're able to effectively "gamify" the benefits that agents receive from recommending SMR.

Headline Copy Samples	Longform Copy Sample
Show disaster that you're the boss Disaster doesn't have to mean "game over" for your policyholders Level up your home restoration player with ServiceMaster Restore We've got the stats to back you up when disaster strikes	How can you stay at the top of your game as an insurance agent? It's simple — choose the right champion. ServiceMaster Restore is the best choice for your policyholders' home restoration needs, and we can back that up. Just take a look at our stat sheet: XP: 65+ years Special Ability: Rapid Responder 2-4 hour response time from FNOL Passive Ability: Revitalize Proven 22 point customer satisfaction score boost for you upon recommendation Give your policyholders' homes an extra life and get a 1-up on your customer satisfaction scores when you recommend ServiceMaster Restore.

USE SPECIFICALLY FOR ANY VEHICLE GRAPHICS

Headline Copy Samples	Longform Copy Sample
Quality restoration, quickly A power-up for promptness Level up your home restoration game with ServiceMaster Restore	In the game of home restoration, we know that time is of the essence for your policyholders. With ServiceMaster Restore as your champion, you know your policyholders not only get the high-quality service they deserve, but also the prompt response time that gets them back into their homes more quickly, no cheat codes needed. That's just the end result of 65+ years of getting the job done right. If you're looking to power-up your restoration game, make the right recommendation to your policyholders — choose ServiceMaster Restore. Special Ability: Rapid Responder 2-4 hour response time from FNOL Passive Ability: Revitalize Proven 22 point customer satisfaction score boost for you upon recommendation XP: 65+ years

CAMPAIN CHANNELS

PRINT

HANDOUT



How can you stay at the top of your game as an insurance agent?

It's simple — choose the right champion. ServiceMaster Restore is the best choice for your policyholders' home restoration needs, and we can back that up. Just take a look at our quality stats sheet. ➔

Give your policyholders' homes an extra life when you recommend ServiceMaster Restore when disaster strikes next.

Contact your local representative to learn more at XXX-XXX-XXXX.

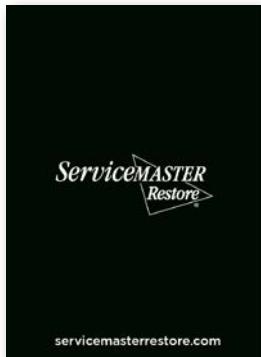
servicemasterrestore.com | ServiceMASTER Restore®

XP 65+ YEARS

SPECIAL ABILITY
RAPID RESPONDER
 2-4 hour response time from FNOL

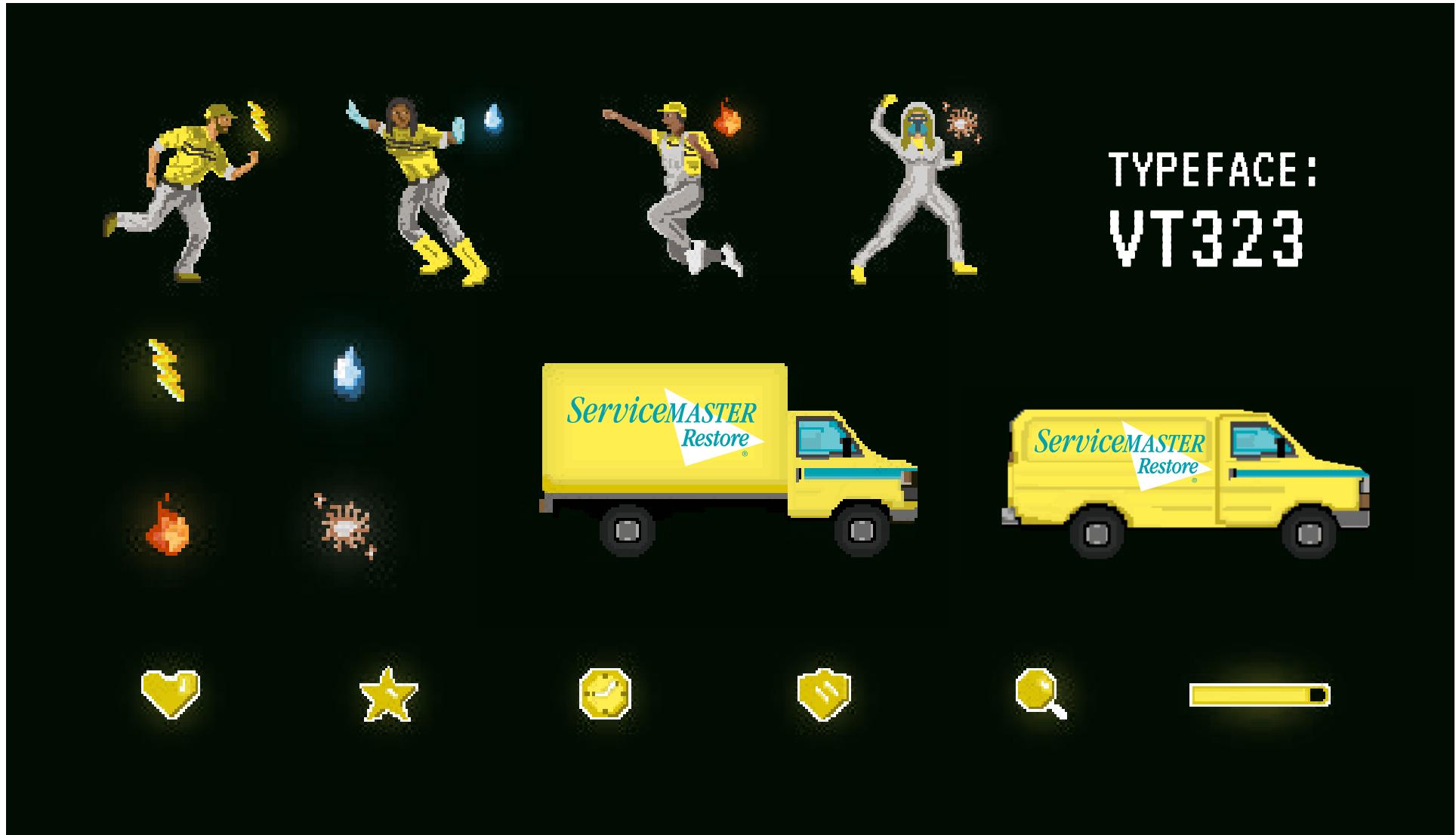
PASSIVE ABILITY
REVITALIZE
 22 point customer satisfaction score boost for you upon recommendation (J.D. Power 2020 Study)

TRADING CARDS



ASSET LIBRARY

All assets and templates created for this campaign can be found [here](#).



STYLING

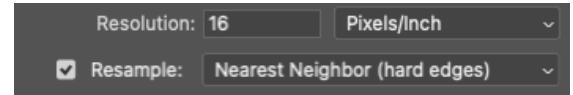
HOW-TO

The graphics created for this campaign are based in a 16-bit pixel style to evoke a sense of nostalgia. The imagery positions SMR as playful, but serious in getting the job done right.

All graphics are pixel-based, created in Adobe Photoshop. A helpful tutorial to get familiar with how to create these graphics can be found [here](#). Keep in mind that the tutorial is for 8-bit pixel art and this campaign is based in 16-bit pixel art, which is a little more modern and provides more visual depth.

DESIGN TIPS

- When in Photoshop, go to “Image Size” and always make sure your file is set at 16 ppi and you have “Resample” checked and “Nearest Neighbor (hard edges) selected.
- Use Photoshop’s Pencil tool to draw solid 16-bit graphics and change colors.
- When transforming the size of a graphic in Photoshop, make sure you have “Nearest Neighbor (hard edges) selected. This replicates the pixels in the image and preserves hard edges. You may still need to go in and touch up the graphic once it has changed size, as the pixel will have decreased or expanded.

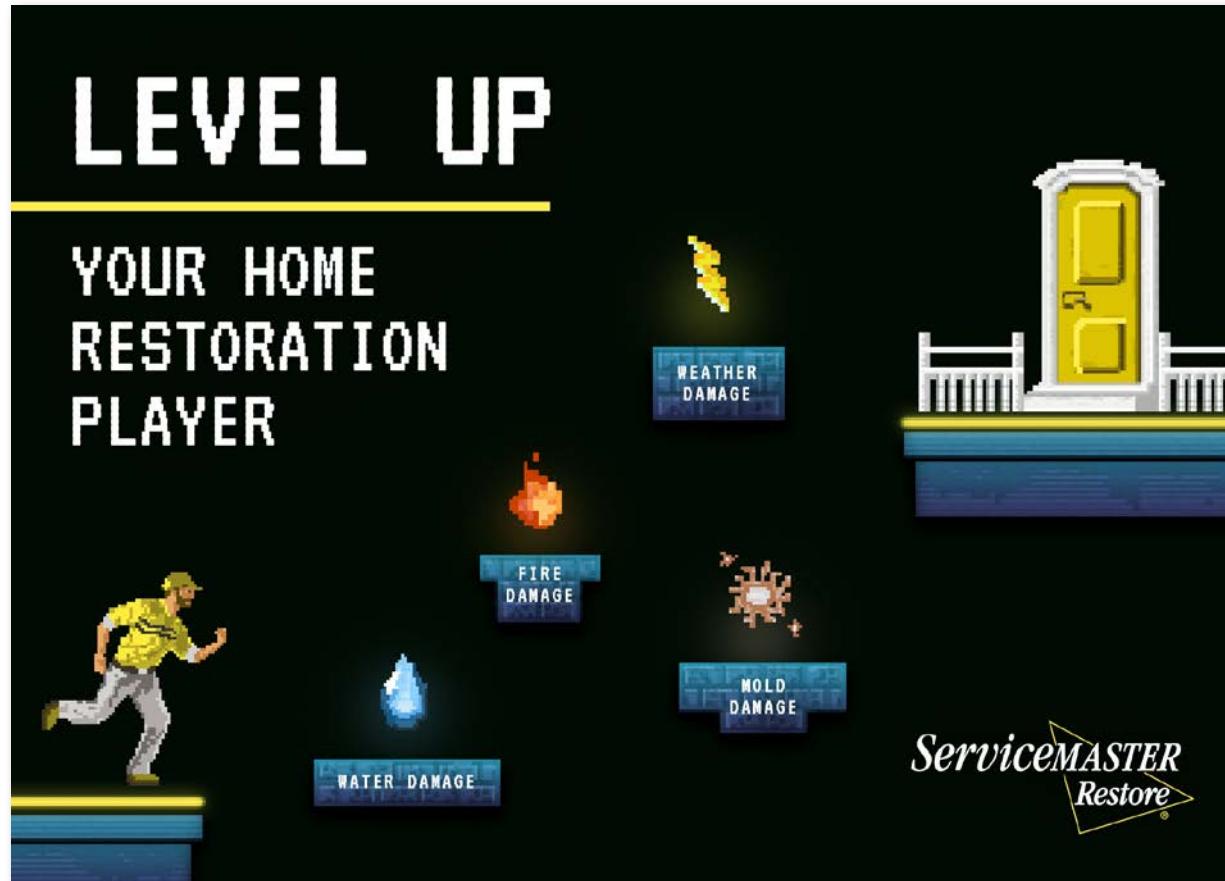


- Import these graphics created in Photoshop into Illustrator or InDesign in order to keep all graphics crisp, especially any typography or graphics that shouldn’t be in 16-bit styling.
- The main typeface used is VT323. Be mindful of the large spaces between each word that this typeface automatically sets in place. The recommendation is to manually kern each space to be smaller between each word for optimal legibility.
- Gotham can be used for supplemental body copy, but not for main headlines or statistics.

STYLING

VISUALS

Reference below for general styling and visual details to keep in mind when creating designs.



Guiding line to
use under or
within headline.

The typeface VT323
is used throughout.

ServiceMaster
Restore logo
used.

Graphic elements and designs should always have the black
background to help the other colors with contrast.

STYLING

VISUALS

Headline can be yellow or white, depending on the usage and what looks best.

The typeface VT323 is used throughout.



Use icons where they make sense. They should not be the main focus of the image, however.

ServiceMaster Restore logo used.

The character here is the main graphic focus.

QUESTIONS?

Reach out to WITH/agency at creative@thewithagency.com
with any campaign messaging or design questions.