



CASE STUDY: ROAD SCHOLAR

KEY HIGHLIGHTS

- An enduring partnership built on the mutual qualities of trust, consistency, expertise and quality service.
- Personalized consultation maximizing the company's advertising investment and outcome.
- Custom designs created annually for a charity event highly regarded by company ownership.

CHALLENGE

Exceeding Expectations in a Constantly Shifting, Demanding Industry

Since 1988, Road Scholar has served as a leading transportation giant of Northeast, PA, with a strong reputation for quality and efficiency. Beyond housing a fleet of transport vehicles, including 150 tractors, 300 trailers and 65 refrigerated units, the company is also known for its commitment to 24 local and national charities. In 1988, Road Scholar sought out a company whose standards would align with theirs to help create customized marketing messaging for their refrigerated trucks. Considering that these trucks transport valuable equipment, it was essential for the company to find a graphic supplier who would best represent Road Scholar's portfolio of services while also being able to adapt to the often shifting schedule of the transportation industry.



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I have personally received many compliments regarding our Hope and Awareness campaign truck wraps. Knowing that on any given day, some 30,000-70,000 people will see these important messages makes me very proud to help grow awareness of these deserving charities. All of this would not be possible without the professional expertise from of our partners at BGS.

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JIM BARRET

PRESIDENT AND FOUNDER
ROAD SCHOLAR



SOLUTION

Offering Flexible, Comprehensive Services

Brand Graphic Solutions worked closely with Road Scholar's mechanics, dispatchers and employees on every relevant level of the company in order to provide a flexible, functional plan for business. In addition to supplying innovative truck wraps, BGS offered comprehensive graphic services and consulted on best business practices for marketing the Road Scholar brand and initiatives. After initially creating, printing and installing specialized designs for the fleet of 53' refrigerated trucks, BGS continued to help maximize client and customer satisfaction and provide an efficient means for implementing high quality graphic marketing in other phases of the transportation giant's business. For Road Scholar, rather than having to deal with the time consuming challenges of consulting with a number of companies regarding their brand graphic needs, they selected BGS who offered a sensible one-stop solution to their marketing messaging and graphics.

RESULTS

Increased Exposure for the Company Brand and Annual Charity Event

Not only has BGS' efforts resulted in a lasting partnership with Road Scholar, but it also allowed the company to play a leading role in Road Scholar's Hope and Awareness campaign via the creation of customized truck wraps. Road Scholar's President and Founder Jim Barret recruited BGS to create a series of vehicle wraps highlighting leading charities including Make a Wish, American Red Cross, Stop Bullying, Fight Parkinson's, and 93 Cents for Flight 93. For every mile the trucks are driven, Barret makes a monetary donation to the organization the truck is advertising. BGS helped turn Mr. Barret's idea into reality and went above and beyond to design uniquely eye-catching, colorful mobile ads that prompted consumer engagement. In the end, BGS not only delivered a positive marketing experience for the Road Scholar brand, but also helped increase awareness of the Hope and Awareness Campaign which quickly became an annual event that grows even more successful each year.



ROAD SCHOLAR'S
CHILDREN'S TUMOR FOUNDATION TRUCK