

Design Brief - Client

Fast & Furious Motor Garage (FFMG), Oswestry, Newtown & Wrexham.

Project Title

Create a logo and branding imagery for suitable for use across the New Car showroom / vehicle servicing / used car sales

Project summary (overview and requirements)

FFMG are looking to rebrand and develop a strong corporate image. They are currently inconsistent in their brand usage and all three divisions are using the same messaging. They would like to create a strong clean identity and perhaps with the subtle use of colour or another design element and different straplines, have 3 interlinked brands - One for the sale of new cars, one for vehicle servicing centre and one for the used car division.

The logo will need to be used across a variety of media so consider font size and colours.

Target Audience

New car showroom: People looking to acquire a new Vauxhall or Peugeot car or van, either through personal contract hire, other finance routes, or outright purchase. This would include Motability customers and business and fleet buyers.

Vehicle Servicing: People looking to get their vehicle serviced, to get an MOT, new tyres or spare/genuine retro-fit parts and accessories

Used car sales: People looking to acquire a used vehicle of any make or model, either through finance routes or outright purchase.

Marketing collateral required

- 1 - Stationery - Business cards, Letterhead and compliment slips
- 2 - Website layout
- 3 - Email footer
- 4 - E-newsletter template
- 5 - Posters for showrooms
- 6 - Pull up banner promoting servicing in Showrooms
- 7 - Postcard - Service/MOT reminder
- 8 - Newspaper/Magazine Advert template - Portrait & Landscape - A5 size
- 9 - Work wear - i.e. formal shirts in new car showroom, Overalls & T-shirts for mechanics, Polo shirts in Used car showroom.
- 10 - Vehicle Livery

To consider:

When a logo has to be used across multiple media you need to think about how it works in all different formats. While a narrow font may look good how would it work as vehicle livery or embroidered? Logos need to be:

- Simple. Simple logos are the ones people can recognize as soon as they see them.
- Scalable. A great logo should be simple enough to be able to be scaled down to a small size or up to a banner on the side of a building and still look good.
- Memorable / Impactful.
- Versatile.
- Relevant.

Also be mindful that a logo by itself is not a brand it is a key component. The logo, packaging, typography, and personality all represent a brand, along with customer service, price, product quality, and corporate social responsibility, but a brand is a bit more intangible. It's emotional, visual, historical, and human.

Marketing Brief

Fast & Furious Motor Garage (FFMG), Oswestry, Newtown & Wrexham.

Project Title

Marketing plan and timeline for use across the New Car showroom / vehicle servicing / used car sales

Project summary (overview and requirements)

We are working with FFMG to develop a strong corporate identity and marketing strategy. They are currently inconsistent in their marketing and have no clear plan for the way forward regarding increasing sales and revenue across their three divisions. The brand usage is lax and all three divisions are using the same logo and strapline. They would like to create a strong clean identity and messaging, perhaps with the use of different straplines relevant to the services, and to have 3 interlinked brands representing each division. One for the sale of new cars, one for the vehicle servicing centre and one for the used car division.

They need clear Marketing strategies for each of the following objectives:

Primary objective is to drive used car enquiries to their website
Target Area - 100 Miles radius from our dealerships

Secondary Objectives;

- To promote new car enquiries
- To promote van sales
- To promote our mobile repair technician service
- To promote our new competitive servicing pricing to existing and lapsed customers

The marketing routes to consider could include the following, but this list is not exhaustive.

For each route you should consider the type of campaign and tone of voice, cost, ease of use and client interaction:

- Website - What messages should it be conveying?
- Autotrader - advertising
- Facebook - Customer interaction, promotions, etc.
- Linkedin - Customer interaction, promotions, etc.
- Twitter - Customer interaction, promotions, etc.
- Google Pay Per Click
- Google My Business
- Google retargetting
- Email Marketing (need to improve our performance) - Promotions, offers,
- Direct Marketing - postcard campaign
- Retention marketing - keeping existing customers and re-activating lapsed customers
- Instagram - Customer interaction, promotions, etc
- Local Newspapers/Magazines - PR and advertising
- Radio Advertising - best local stations?

Target Audience

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