



HVAC company turns up the heat on the street



^ Fleet graphics

Business

HVAC company based in Canby, Oregon with an office in Newberg

Audience

Homeowners and commercial builders and contractors in the mid-Willamette Valley

Challenge

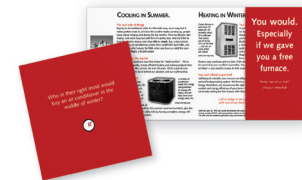
Create recognition of the company; grow both the residential and commercial business in a competitive marketplace

Strategy

Leverage visibility of large fleet by creating strong, distinctive brand identity and high impact vehicle graphics. Carry bold look into sales materials, signage, uniforms, forms and direct mail campaigns

Results

Highly visible vans drive name recognition and business growth. Commercial business grew based on expectation that the company was big enough to handle it



^ Logo, stationery system and direct mail piece