



In an integrated branding initiative, we positioned Barton Off-Road as the ultimate choice for outfitting off-road vehicles in the Hampton Roads area.

THE CHALLENGE

Recognizing the potential in a growing customer base for their high performance line-up, Beach Ford and Barton Ford came to us with the goal of creating an off-road vehicle outfitting sector of their business. We knew we needed to achieve a strong brand identity that would make a lasting first impression in a big way, and get the word out to the audiences that mattered most: potential and existing off-road enthusiasts.

THE SOLUTION

After extensive research and planning, we rolled up our sleeves and got muddy. First, we designed a logo and brand image that speaks to an audience that lives and drives for adventure.

Next, we identified prominent placement opportunities that even included the trucks themselves. While “Barton Off-Road” introduced customers to a concise definition of the brand, the acronym “BOR” quickly came to evoke the spirit of being in the wild, unafraid to dig-in and get dirty.

Tapping into the enthusiasm of the off-roading community, we circulated promotional materials such as emblems, shirts, hats, bumper stickers, and windshield vinyls to give customers the opportunity to wear their BOR gear loud and proud.

A BOR landing page was built into the existing Ford websites and a digital marketing initiative was also integrated.

We launched an immersive Facebook experience that put viewers in the driver seat of a BOR vehicle with an interactive 360° view of an environment of their choosing.

SERVICES TO ACCOMPLISH THE GOAL



GRAPHIC DESIGN



DIGITAL MARKETING



VIDEO PRODUCTION



MEDIA PLANNING



SOCIAL MEDIA

THE RESULTS

Barton Off-Road has become a ubiquitous symbol of off-roading in the Hampton Roads area. Logos spotted in the wild serve as a badge of membership to enthusiasts while would-be customers are enticed to learn more through digital channels.

