

ArborMotion Specialized Auto Care with a Community Focus

GOAL: ArborMotion is a high-end, full service automotive repair facility that was looking to refine their corporate identity and branding. They turned to LeDuc Creative Co. to provide a strategy that encapsulated ArborMotion's capabilities, expertise and services into a concise and compelling concept.

OUR APPROACH: The ArborMotion logo was redesigned and a new tagline "Customer Focused with a Technician's Touch" was developed to better represent the comprehensive and cost-effective services and specialized auto care that ArborMotion offers. These elements were incorporated throughout all advertising and marketing materials to help create a specific "Brand" foundation with consistent messaging.

arborMotion
Specialized auto care



An updated corporate identity, press releases focusing on the refinement of value-added services, informative post cards featuring various promotions and community support events, as well as radio advertisements were all produced by LeDuc Creative Co. to keep pace with the updated branding and corporate identity.

RESULTS: A contemporary and compelling company look and sound, with a promoted presence in the community has brought appeal and increased interest in ArborMotion to automotive owners of various ages, makes and

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