

# Brand Strategy Outline

# Current Challenges

Before establishing new brand recommendations for Worden Martin, we first have to outline existing challenges to determine objectives. A group rebrand is not something that should be taken lightly, real research and thought has to be done before any decisions can be made. Initial challenges to overcome are the following:

- Fragmented brand across dealers
- Dated logos and artwork
- Lack of clear brand message to the customer
- Lack of clear brand benefits to the customer



Existing Brand Elements

# Objectives

After careful analysis of current challenges to the Worden Martin brand, we have established a set of specific objectives to define how we will move forward in evolving the Worden Martin brand. Our primary objectives are as follows:

- Communicate to customers the value and benefits of the Worden Martin Automotive Group
  - Highlight the long history of Worden Martin
  - Establish a clear and simple brand message
  
- Deliver a consistent experience to customers across all stores
  - Create brand materials for each store showroom
  - Maintain a consistent pricing message across group
  
- Update Worden Martin brand with a cleaner, more modern look
  - Move to a singular naming convention to align brand
  - Move to a consistent graphic convention across media



***WORDEN***

***MARTIN***

**AUTOMOTIVE GROUP | SINCE 1949**

# Group Logo



The first step in meeting our newly defined objectives is an overhaul of the current Worden Martin logo. We have kept the same Worden Martin wordmark to keep a sense of familiarity with the existing brand.



We have, however, added a new art element that ties in the WM initials directly. The WM has been stacked inside the circular design to represent the image of a shift pattern. This allows the logo to communicate 'automotive' without having to actually say anything. The artwork can be used with or without the wordmark and still properly represent the brand.

Establishing the WM as a new representation of the brand brings Worden Martin up to date while still keeping a connection to the long history that is established with the name.

The color scheme has been left the same for the most part, with the only change being a slight softening of the blue. The new blue offsets the bold red color. The colors will keep the logo recognizable to familiar customers even though there have been other changes.

Along with the visual additions and changes we also have added a new line of copy. Adding 'Automotive Group' helps reinforce what Worden Martin is as a company. While the addition of "since 1949" is a small detail, it will convey the brand's recognition of past history in the area.

# Store Naming & Logos



To maintain consistency of the brand throughout all stores we are recommending a new naming convention. Each store will be named simply: **Worden Martin Manufacturer** or **WM Manufacturer**.

This new naming convention will create a sense of unity across the entire brand and all stores. Any potential customer will immediately recognize a store as part of the Worden Martin Automotive Group. Each store will now carry the value and benefits of the brand with just their store name.



# WM AutoMarket



The used car store of Worden Martin is currently named “CarMart.” Part of establishing this brand update will be conveying a sense of value and trust. Although it’s only small, changing CarMart to AutoMarket will reinforce the ideals behind the brand. The impression that this is a typical used car lot is now gone and the store becomes part of the larger brand. WM AutoMarket, like the other stores, will inherit the same values and benefits of being under the Worden Martin umbrella.

# Tagline

## ***We Move You Forward***

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In exploring Worden Martin, Moore & Scarry found two words that best described the brand: community and automotive.

By sponsoring local schools and charitable organizations, Worden Martin has been a pillar of Champaign and the surrounding East Central region. Each day, employees provide the vehicles for the local community, helping families achieve and live their dreams.

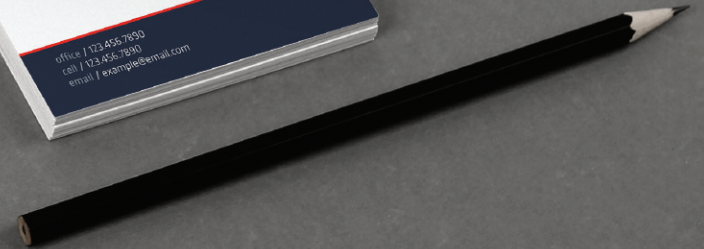
In developing a new tagline, Moore & Scarry wanted a message that would encompass Worden Martin driving their community and their customers forward. Hence, “We Move You Forward.”

It was obvious that one trait had guided the brand since 1949 and that’s what the focus of the Worden Martin brand should be.

Forward in life, forward in dreams, forward in adventure. No matter where you are going, Worden Martin will be here to help you get wherever you need to go.



# Stationery



# Business Cards



**Dave Warga**  
General Manager / Ford City

office / 123.456.7890 cell / 123.456.7890 email / example@email.com

# License Frame



# Group Website

A major part of updating the brand image of Worden Martin will be a refresh of the existing group website, and subsequent store websites.

In 2015, a clean, simple-to-use website is not a luxury, but a requirement to serve customers. With over 80% of car shoppers starting their experience online, it is vital the Worden Martin group website not only be user friendly, but also properly represent the brand and its values.

The website design shown is built on a generic framework that should be usable on most dealer website platforms. It is designed to properly facilitate the core functions of a group website. Guiding customers to find the ideal car for them, or to one of the individual Worden Martin stores to begin their search.



WM Buick GMC • WM Ford • WM Lincoln  
 WM Chevy Buick GMC • WM Subaru  
 WM Nissan • WM AutoMarket

HOME NEW VEHICLES PRE-OWNED VEHICLES FIND A STORE ABOUT US

**Find Your Vehicle:**

Make ▼  
 Model ▼  
 Year ▼  
 Color ▼  
 Price ▼

**Search**

2015 FORD MUSTANG

Find your vehicle at one of our East Central Illinois stores today

<b>GMC</b> WM Buick GMC wordenmartin.com	<b>Ford</b> WM Ford wordenmartinford.com	<b>LINCOLN</b> WM Lincoln wordenmartinlincoln.com	<b>GMC</b> WM Chevy Buick GMC wordenmartinchevygmc.com	<b>NISSAN</b> WM Nissan wordenmartinnissan.com	<b>SUBARU</b> WM Subaru wordenmartinsubar.com	<b>Worden Martin</b> WM AutoMarket wordenmartinautomarket.com
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Welcome to Worden Martin Automotive Group! For over 65 years we have proudly served the East Central Illinois area. From the moment you walk into one of our showrooms, you'll know our commitment to customer care is second to none. We strive to make your experience with Worden Martin Automotive Group a good one – for the life of your vehicle. Whether you need to Purchase, Finance, or Service a New or Pre-Owned Vehicle, you've come to the right place. Stop by any of our WM Automotive stores in Champaign, Savoy and Tilton, and discover for yourself how **We Move you forward.**

<b>WM Buick GMC</b> 1404 North Dunlap Avenue Savoy, IL 61874	
<b>WM Ford</b> 701 Marketview Drive Champaign, IL 61822	
<b>WM Lincoln</b> 701 Marketview Drive Champaign, IL 61822	
<b>WM Chevy Buick GMC</b> 1615 Georgetown Road Tilton, IL 61833	
<b>WM Nissan</b> 615 W. Marketview Drive Champaign, IL 61822	
<b>WM Subaru</b> 1402 N. Dunlap Avenue Savoy, IL 61874	
<b>WM AutoMarket</b> 1404 North Dunlap Street Savoy, IL 61874	

Explore Worden Martin Automotive Group

- Browse Stores
- Finance
- Sell Your Vehicle
- Get Service
- Join Our Community
- Get to Know Us

Our Stores

- WM Buick GMC
- WM Ford
- WM Lincoln
- WM Chevy Buick GMC

Stay In Touch

Worden Martin Automotive Group®



All prices exclude tax, tags, title and registration fees. Fuel efficiency actual rating will vary with options, driving conditions, habits and vehicle condition. All fuel efficiency estimates are supplied by the original manufacturer or other reliable sources. All figures are estimates only and are not guaranteed as accurate. While every reasonable effort is made to ensure the data accuracy of this information, we are not responsible for any errors or omissions contained on these pages. Please verify any information in question with Worden Martin Automotive Group.

# About Us Page

The cornerstone of the Worden Martin Automotive Group brand is the company's long history. Every piece of branding material must reflect this in some way.

When seeing these materials customers are naturally going to want to learn more, not only about the history of Worden Martin Automotive, but also the values it stands for and the shopping experience it promises to deliver.

To help educate customers, and provide more information on the new brand message, an in-depth "about us" page will be placed on the group and store websites. The page will explain all major aspects of the Worden Martin brand message, as well as some information on the company's history.

## We Move You Forward



### /// For more than 65 years, WM Automotive Group has driven customers and community forward.

The partnership between Howard Martin and Lloyd Worden started as a business pursuit and has become an iconic pillar of the Champaign-Urbana area.

Through more than 22 different franchises, the Worden-Martin name became synonymous with integrity, community, and exceptional customer care.



Howard Martin, left, and Lloyd Worden purchased University Motors, the local Hudson sales and service agency, in March 1949 and renamed it Worden-Martin.

### /// You'll find that same spirit alive today with the WM Automotive Group.

Featuring 6 dealerships, 7 franchises, and over 750 vehicles, we are Central Illinois' source for some of the finest automotive brands, and the expertise to help you find exactly the one that fits.

Our WM Preferred Price ensures a low, upfront price on every vehicle we sell. While state-of-the-art facilities, in the same "spick-and-span" fashion that was Mr. Worden's signature, serve all of your automotive needs.

And look for our name as a proud sponsor of hundreds of community events and causes, from local hospitals to area schools and volunteer organizations.

Stop by any of our WM Automotive stores in Champaign, Savoy, and Tilton, and discover for yourself how We Move You Forward.

**6 DEALERSHIPS /// 7 FRANCHISES /// OVER 750 VEHICLES**

## Questions?

Name

Email

Phone

Comments

[Request More Info](#)

#### Explore Worden Martin Automotive Group

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#### Our Stores

[WM Buick GMC](#)  
[WM Ford](#)  
[WM Lincoln](#)  
[WM Chevy Buick GMC](#)

[WM Nissan](#)  
[WM Subaru](#)  
[WM AutoMarket](#)

#### Stay In Touch

Worden Martin Automotive Group®

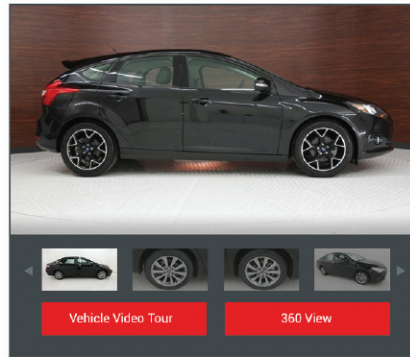


# Preferred Pricing

Along with unifying the brand's appearance, it's also important to add a sense of unity to the shopping experience itself. Customers looking to purchase a vehicle from any of the WM stores should know they are going to get the same value and benefits no matter which of the stores they go to.

Without changing any of the actual vehicle prices we can still give shoppers a sense of trust and assurance by establishing a customer facing price guarantee.

Preferred Pricing will provide a sense of trust for the customer, reaffirming a low, upfront price on every vehicle sold in the WM Automotive Group.



## 2014 Ford Focus

Located at WM Ford

MSRP: \$24,193 | DEALER DISCOUNT: \$4,102

**PREFERRED PRICE \$20,091**

Name

Email

Phone

Comments

Get Your Preferred Price!

### Vehicle Information

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[View More Vehicle Info](#)

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[WM Lincoln](#)  
[WM Chevy Buick GMC](#)

[WM Nissan](#)  
[WM Subaru](#)  
[WM AutoMarket](#)

#### Stay In Touch

Worden Martin Automotive Group®



# WM Promise

While most brand materials will convey the values of the Worden Martin brand, it is still necessary to outline to actual specifics of what the brand will deliver to customers. To do this we are creating the “Worden Martin Promise.” This will be used across all stores to outline in detail what customers can expect from Worden Martin stores.

The Worden Martin Promise contains the following guarantees for sales and service customers:

- You're a Welcome Guest
- Cash Value for Your Trade
- Vehicle Selection
- Financing Options that Fit your needs
- Genuine Service and Parts



## WORDEN MARTIN PROMISE

### /// You're a Welcome Guest.

Worden Martin Automotive Group is a family-owned company. That means we take pride in the vehicles we sell and through our commitment to our loyal customers. From our family to yours, always expect the highest level of care.

### /// Cash Value for Your Trade.

Trading or selling your vehicle can be a tough decision and a long process if you decide to do so on your own. We want to make the process easy, so we'll give you the maximum for your trade, and guide you forward.

### /// Vehicle Selection.

Everyone is looking for something different in their next vehicle. At Worden Martin Automotive Group, we have the selection, with the options, the style, and the price to help you find exactly what you're looking for.

### /// Financing Options that Fit Your Needs.

We want to move you forward. Thanks to our connections, chances are we can get you approved, with a rate that will fit your budget. Even if you've been turned away elsewhere, talk to us, we've been the difference for thousands.

### /// Genuine Service and Parts.

When it comes to caring for your vehicle, only the best will do. That's why our factory-trained and certified technicians use only genuine parts from the manufacturers. Quality work, done right the first time, that's how you keep moving forward.

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WM Subaru  
WM AutoMarket

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# Showrooms



In addition to website changes, we're also recommending that physical store showrooms carry the new branding. This will again create a sense of unity throughout all the stores. Customers walking into any Worden Martin showroom should be met with the same feel so they can expect a consistent shopping experience.

While each showroom obviously needs to maintain its manufacturer requirements, adding materials such as posters, banners and table-toppers will reinforce the Worden Martin brand in that particular store. These materials are designed to reflect the brand, specifically highlight the company's long-standing history and presence in the community.



# Showroom Materials

All showroom and point of sale material has been designed to reflect the new brand image. These materials will highlight the companies long standing history in the community while still reaffirming the new message of Worden Martin Automotive Group.

The colors and fonts will remain consistent throughout all stores and should not be adjusted to fit with a specific manufacturer. This is to set the Worden Martin brand apart, to assure customers no matter which particular manufacturer they're looking at, these stores remain part of the larger Worden Martin Automotive Group.

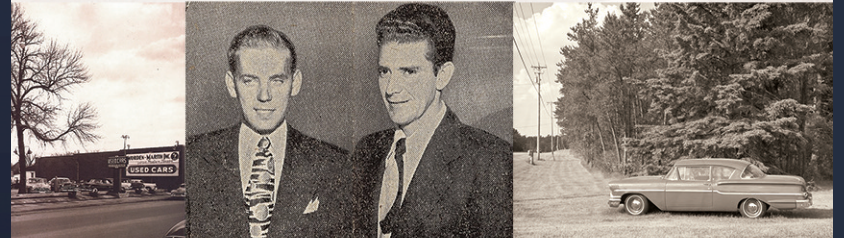
*We Move  
You Forward*



Banner



**WORDEN  
MARTIN**  
AUTOMOTIVE GROUP  
SINCE 1949



*We Move You Forward*

[WordenMartin.com](http://WordenMartin.com)

Poster

# We Move You Forward



**WORDEN  
MARTIN**  
AUTOMOTIVE GROUP  
SINCE 1949



### /// Sample Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam mattis, mi ut tempus finibus, orci elit congue neque, gravida aliquet lacus velit a lacus. Donec id porttitor metus, nec dictum lectus. Vivamus aliquam tortor in quam porta fermentum. Nullam tempus quam sapien, quis scelerisque nibh interdum eget. Nulla lacinia dictum purus sit amet commodo.

**Vivamus consectetur egetas nulla at luctus. Vivamus facilisis condimentum mauris eget convallis.**

Nulla nec aliquet libero, dapibus scelerisque lorem. Nam eu ante at mi vehicula varius vitae ac risus. Nunc ut interdum neque. Aenean nec orci nibh. Nulla facilisi. Vestibulum ultrices mollis libero, quis auctor orci ullamcorper et. Proin et fringilla ipsum. Suspendisse quis mauris turpis. Nunc elementum mi eget sagittis efficitur. Proin a leo quam. Nunc massa diam, ultricies eget sodales id, dignissim vitae nulla.

WordenMartin.com

Table-Topper

# Employee Shirts



Along with the showroom materials, employee uniforms will solidify the brand to customers. Having all employees wear clothing that is branded with the WM Automotive Group logo and tagline will add a personal feel to the brand. This will be a part of showing customers the value and benefits of the brand isn't just on the surface, but is something required of each individual employee they meet during their shopping experience.

# Conclusion



The outlined recommendations and changes are a great first step in rebranding Worden Martin. However maintaining the brand and continuing to deliver its message to customers will be ongoing. All stores must be fully committed to the new direction of Worden Martin Automotive Group, and providing a consistent customer experience.

Once the new brand direction has been agreed upon, Moore & Scarry will work with all stores involved to execute the new requirements in the most effective and efficient way possible.

A set of brand guidelines will be created and provided to all stores and 3rd party vendors to direct any materials going forward. This guideline will specify everything from approved colors and fonts to each store's personality for social networks. Again it is vital that stores and vendors adhere to these guidelines. Implementing an effective brand message means committing to it no matter how big or small something may be. From the posters hanging in a store front, all the way down to the color used in the footer of an eblast, it all needs to match the Worden Martin brand.

Based on years of automotive research and studying the success of other automotive groups throughout the country; Moore & Scarry Advertising is confident the proposed brand strategy will achieve all the goals necessary to set Worden Martin Automotive Group apart from its competition; increasing the group's presence in the local area to set all stores as the only place for a customer to go when looking for the best sales experience from an established and trustworthy automotive group.