

Branding and Marketing Spur Growth for Custom Cap & Tire

BACKGROUND

Custom Cap & Tire (CCT) is a full-service tire shop based in Roseville, Minn. with a specialty for selling new tires and offering tire retreading (capping) services. Founded in 2014, CCT is a lifetime dealer, which means they're there for the life of the tire. As a newcomer to a crowded Twin Cities market, CCT knew they needed to educate their audience, mainly commercial truckers, about their business and service benefits.

CCT turned to Voom Creative to create a cohesive brand and a toolkit of marketing materials to aid their sales process. CCT's focus on branding and marketing was unique in an industry where a large majority of competitors do not use marketing.

"We love how the CCT brand elements readily state 'this is what we do.' Voom's brand work resulted in new sales and we've put a portion of our profits toward higher wages for all employees, resulting in happy employees with 0% turnover."

ERIN RHEAULT
Office Manager
Custom Cap & Tire

OBJECTIVES

Core objectives for Custom Cap & Tire included:

BRANDING

- Setting CCT apart from their competitors.
- Creating a modern brand that would resonate with their primary audience of commercial truckers.

MARKETING

- Establishing a business system and marketing toolkit for the young organization to convey professionalism and aid the sales process.
- Communicating a major move to a new facility.
- Educating customers and prospective customers of CCT's retreading services and its benefits, including less environmental impact, high performance and lower customer cost.

SOLUTIONS

We achieved Custom Cap & Tire’s objectives by:

Signage, Vehicle Decals, Logo, Direct Mail

1. Guiding CCT through a brand audit and competitor analysis via Voom’s discovery process to determine their differentiators.

2. Creating a complete brand identity with logo, color and typeface palettes. Voom included elements of tire tread into the logo and angles in the lettering to convey motion.

3. Developing a business system for use in marketing the company. This included business cards, letterhead, envelopes, folders, signage, decals, work order templates, logowear, mailers and a website.

4. Implementing a multi-wave direct mail campaign to communicate CCT’s move. 90% of competitors in their industry do not engage in marketing, allowing their messaging to stand out.



KEY RESULTS



CCT has expanded into new segments of the market and won new business, including:

- Industrial tracks for construction equipment; obtained seven new clients—all of whom have become repeat customers.
- Foam fill tires; acquired three new customers, including wholesale customers in Wisconsin.



Within five years of business launch, CCT needed to move to a larger facility to meet demand. Commercial truck customers have stated how much they love the new shop and the ease of getting in and out.



With a strong, cohesive brand highlighting their retreading services, CCT has had at least 10% year-over-year growth for five consecutive years.



New sales have allowed CCT to reinvest in the business and its employees by offering higher wages, resulting in happier employees and no turnover.

Contact us to explore how to creatively expand your brand with outstanding results.