

CASE STUDY ALLIED VAN LINES

Fully Intergrated Print and Digital Marketing Campaign



CHALLENGE

During declining economic conditions, Allied Van Lines needed assistance in growing their customer base by repositioning themselves from a company that focused on large interstate consumer moves to an affordable moving partner equipped for any type of residential move.

INSIGHT

A full 70% of all consumers first look for moving services online they can search by proximity, compare rates and find user reviews. Allied needed access to these consumers in order to grow their brand.

SOLUTION

Using a comprehensive, data-driven online narrowcast campaign, Plan B developed “Relax. We Carry the Load,” a national rebranding program built to expand customer perceptions across multimedia platforms, while supporting Allied agents locally.

Plan B implemented an innovative online strategy spearheaded by a network-caliber narrowcast introducing Allied’s new approach to moving. Each spot integrated a unique 800-response number to track a particular offer’s effectiveness in order to capitalize on strategic media placement. It also allowed for customer service representatives to pinpoint customers’ needs for appropriate service routing.



The online strategy continued with contextual and behavioral targeting on pertinent websites, identifying online hotspots for potential customers, providing strategic third party landing pages and creating data-capture forms to collect and funnel leads.

In order to support local agents, a comprehensive library of customizable assets, called the “Agent Marketing Portal” was built. This allowed independent agents to select and customize direct mail, print, TV, radio and other multimedia materials that they needed to make their particular franchises flourish.

Plan B also developed a telegraphic icon used across various media, showing a variety of truck sizes within the Allied fleet, helping to position them as the company that fits the bill for any sized load, and takes customers through every step of their move—redefining the brand on a national level.



RESULTS

“Relax...We Carry the Load” was a marked success. The comprehensive online strategy, coupled with a nationwide focus on bolstering local support led to a 3.5x increase in sales over Allied’s original goal.