

CASE STUDY: Smith & Solomon

CHALLENGE

The trucking industry faces a shortage of 100,000 drivers as “baby boomers” retire. Smith & Solomon provides commercial driver training on campuses in NJ, NY, PA, and DE and wanted to become known as the leader in training.

SOLUTION

Based on focus groups with prospective students and potential employers, we developed a radio, print, outdoor, PR and POS branding campaign based on the theme “Training that Goes the Extra Mile!”

RESULTS

The campaign is in its early stages of building the brand but is already meeting its enrollment goals. It also helped Smith & Solomon gain regional and national press coverage from Fox News, CBS and the Star Ledger.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



Training That Goes The Extra Mile!
SMITH & SOLOMON
COMMERCIAL DRIVER TRAINING



BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 www.blockdecorso.com

CONTACT: David Block
E: davidblock@blockdecorso.com