

Evolving an aging brand of a trusted local service provider.

OUR COLLABORATION WITH RIFE'S AUTOBODY

SUMMERFIELD

Brand
Strategy
Design



Know your competition.

A commitment to excellent customer service can make you the best for nearly a century. But what happens when your company's brand needs a jump start?

Summerfield's experience in competitive analysis and brand positioning can help you move forward confidently and get back to work.

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summerfieldadvertising.com



Rife's Autobody has been a customer service leader in Central Ohio for over 60 years and three generations. Known for making quality repairs on foreign high-end automobiles, with prized Audi and Jaguar certifications, Rife's has been a leader in auto body collision and repair since 1944.

Summerfield Advertising began working with Rife's Autobody by conducting a detailed internal and competitive marketing audit in order to assess the state of both the industry segment and the brand. By conducting a brand audit of Rife's and their competitors, we were able to identify the company's core differentiating strengths.

Summerfield Advertising found that while nearly all shops spoke about their quality of work, Rife's luxury certifications separated them from the crowd. By creating new identity standards and brand messaging evocative of the high-end brands endorsing Rife's, Summerfield enhanced brand association that will enable success for generations to come. Everything from their business system, direct mail, and print advertising to outdoor billboards now communicates the sophisticated look and feel Rife's customers come to expect.



Rife's
AUTOBODY
2308 CARDIGAN AVENUE
COLUMBUS, OH 43215

The one place in

PRIZED

receive

Rife's
AUTOBODY

Brand Identity
STANDARDS MANUAL | DECY 2008

Customer-focused

an arrival at one of our two convenient locations, your
delighted with the extraordinary courtesy and
business that is a Rife's hallmark.

sted

in 60 years and three
store, our customers
on us for their col-
needs.

Metic

CERTIFICATIONS

20%

Rife's
AUTOBODY

Beyond quality.
Extraordinary service

PRIZED

CERTIFIED PORSCHE, VW & INFINITI

TAG LINES

A.

Beyond quality.
Extraordinary service.

DESCRIPTORS

A.

Servicing Columbus
For Three Generations.

"We know that Summerfield Advertising is taking care of us. The time they took to really understand us led to great work. Now we're ready to compete for years to come."

Don Rife, Jr.

President

Rife's Autobody, Columbus, Ohio

ADVERTISING

BRAND COMMUNICATION

IDENTITY DESIGN

ANNUAL REPORTS

CORPORATE COLLATERAL

WEB/INTERACTIVE

RETAIL VISUALIZATION

ENVIRONMENTAL

MARKETING COMMUNICATIONS

PRODUCT PACKAGING

At Summerfield Advertising, we are inspired by working with local brands and making them stronger. For more information on our work, call us at 614.221.4504.

We journey together
in search of the perfect
solution for your needs.

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How can we help you?