



Averitt Express maintenance technician Jason Schettler applies the new logo to a truck from the carrier's fleet.

Averitt Express rebranding highlights global perspective

BY J. HOLLY DOLLOFF
NASHVILLE BUSINESS JOURNAL

After 34 years of rolling down Tennessee's highways, Averitt Express is rolling out an image to market the transportation company's enhanced product line.

The campaign, developed with Nashville marketing firm redpepper inc., is designed to position Averitt as a full-service transportation provider with worldwide capabilities – rather than a regional provider of ground freight services.

It's Averitt's first rebranding. "Our customers know us for one type of service," says Phil Pierce, executive vice president of sales and marketing.

The change marks the culmination of a 10-year transition initiated by President Gary Sasser, says Pierce. Sasser bought Averitt Express in 1971 from founder Chapman Averitt and built the company into a powerful regional provider of shipping services: primarily truckload and less-than-truckload shipping and distribution.

Like other industries, shipping has evolved greatly over the past 30 years. Of the top 100 freight providers operating in 1971, when Sasser bought the company from founder Chapman Averitt, about three still operate.

Averitt's expansion into supply chain management and import/export shipping and distribution reflects the

need to compete for global business, and places the Cookeville-based company squarely in competition with such industry giants as FedEx and UPS.

And the company's new slogan, "Think Red Instead," is a play on Averitt's signature truck colors but also bears a resemblance to UPS' "What can

■ Averitt Express Inc.

Address: 1415 Neal St., Cookeville 38502

Phone: 931-526-3306

President and CEO: Gary Sasser

Founded: 1971

2004 revenue: \$704 million

Brown do for you?" campaign.

redpepper's Stefan Speligeni and Tim McMullen say tying a company's image to its logo colors is common throughout the transportation industry.

Their goal in developing the campaign, from visuals to internal and external communication, was to match perceptions of Averitt to the company's capabilities.

The campaign includes re-design of all marketing materials, heavy advertising presence in national trade publications – including testimonials from customers in diverse industries, new employee uniforms, and a new logo slapped on Averitt's 3,000 tractors.

hdolloff@bizjournals.com ■ 615-248-2222 ext. 112