



Service King Releases Latest 'Trusted Collision Repair' Digital Creative

FOR IMMEDIATE RELEASE

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RICHARDSON, Texas (June 27, 2017) — As part of the organization's continued national growth, Service King Collision Repair Centers® today announced the upcoming release of its latest advertising campaign with a new 30-second digital broadcast spot. The piece, set to begin running in markets across the U.S. in July, continues the company's campaign messaging of 'Trusted Collision Repair' and features local Service King teammates. It will appear on several digital platforms and devices including Digital TV programming, YouTube and promoted social media posts.

The spot was filmed in a single day and on-site at [Service King's Malvern, Penn. repair center](#). Viewers are provided an up-close look at the intricacies of the collision repair process featuring a series of detailed shots of vehicles. The style aims to instill trust and transparency with customers in search of a superior repair provider.

"The repair cycle is something consumers rarely have the opportunity to witness," said Danny Briones, Service King Senior Director of Advertising. "We take deep pride in the skill of our expert repair technicians and chose to use this opportunity to showcase their talent. The Service King experience is about providing our customers a best-in-class repair, and highlighting the intricacies of the repair process helps to illustrate just that."

Service King partnered with its agency of record, Blue Fountain Media, to produce the video. The release comes shortly after Service King and Blue Fountain Media together were recognized for their efforts in designing and launching Service King's overhauled website. The website won Gold from the renowned Hermes Creative Awards in the business to consumer website category.

Service King and Blue Fountain Media also teamed up to produce a 30-second radio spot for Super Bowl 50, featuring 9-year U.S. Army veteran and Service King teammate Jeremiah Kuehl. The spot, which promoted Service King's Mission 2 Hire initiative, went on to win the Westwood One Media Super Bowl Sound Awards as voted upon by listeners across the nation.

For more information on Service King, visit the company at www.ServiceKing.com and follow the company on Facebook, Twitter and Instagram.

ABOUT SERVICE KING COLLISION REPAIR CENTERS

Service King Collision Repair Centers®, with more than 40 years of experience in the automotive repair industry, is a leading national operator of comprehensive, high-quality collision repair facilities. The organization is consistently recognized for its commitment to customer satisfaction, quality workmanship and giving back to the industry through innovative training and recruiting initiatives. Service King traces its roots back to Dallas, Texas and founder Eddie Lennox who opened the very first Service King in 1976. Today, Service King operates locations in 24 states across the U.S. In 2015, Service King was named the No. 1 Best Place to Work by both the Dallas and San Antonio Business Journals. For more information and to find a local Service King, visit www.ServiceKing.com and follow Service King news on Facebook and Twitter.

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