

# DRIVERGE BRAND NURTURE EMAILS

## OPTIONS FOR CREATIVE APPROACH

- > FOCUS ON CHOOSING ONE OVERALL CAMPAIGN APPROACH
- > THEN CONSIDER EACH CONCEPT/HEADLINE
- > LAYOUTS ARE TIGHT ROUGHS, WILL STILL NEED TWEAKING
- > DO **NOT** FOCUS ON COPY (SOME ROUGH COPY IN PLACE, OR NO COPY)

THE  
**TIME TO QUESTION  
YOUR CONVERTER**  
APPROACH

**SUBJECT:**  
Questioning your converter #1

*Is it time to question your converter?*

Was your conversion van  
ever spun around like a roast  
on a gigando spit?



**DRIVERGE**  
VEHICLE INNOVATIONS



**THERE'S NO END TO WHAT WE'LL DO  
TO ASSURE YOUR FLEET OPERATES PERFECTLY.**

This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details.

[Watch crash test video](#)



 **DRIVERGE**  
VEHICLE INNOVATIONS

**Ideas Made to Move**



Main concept/message

**SUBJECT:**  
Questioning your converter #1

Is it time to question your converter?

Was your conversion van ever spun around like a roast on a gigando spit?



**DRIVERGE**  
VEHICLE INNOVATIONS



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[Watch crash test video](#)



**DRIVERGE**  
VEHICLE INNOVATIONS

**Ideas Made to Move**



Main concept/message

Extra/supporting info can be stacked, when desired

Is it time to question your converter?

Was your conversion van ever spun around like a roast on a gigando spit?



**DRIVERGE**  
VEHICLE INNOVATIONS



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[Watch crash test video](#)

**HEADLINE FOR ADDITIONAL SUBJECT OR SUPPORT IS SMALLER, SET IN BLACK, AND RIGHT JUSTIFIED**

{IMAGE AREA}

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**DRIVERGE**  
VEHICLE INNOVATIONS

**Ideas Made to Move**




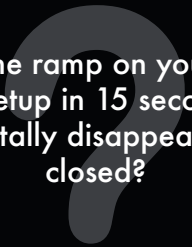
## OTHER MESSAGES/CONCEPTS:

### SUBJECT:

Questioning your converter #2


*Is it time to question your upfitter?*

Can the ramp on your van  
be setup in 15 seconds,  
then totally disappear when  
closed?




**DRIVERGE**  
VEHICLE INNOVATIONS


**INTRODUCING FLEX FLAT RAMP**




This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details.

[Watch it in action](#)



 **DRIVERGE**  
VEHICLE INNOVATIONS

**Ideas Made to Move**



## OTHER MESSAGES/CONCEPTS:

### SUBJECT:

Questioning your converter #2

*Is it time to question your upfitter?*

Can the ramp on your van be setup in 15 seconds, then totally disappear when closed?




**DRIVERGE**  
VEHICLE INNOVATIONS


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[Watch it in action](#)



 **DRIVERGE**  
VEHICLE INNOVATIONS

**Ideas Made to Move**




### SUBJECT:

Questioning your converter #3

*Is it time to question your upfitter?*




Do you have access to 95 service centers across the U.S. to keep your fleet running smoothly?




**DRIVERGE**  
VEHICLE INNOVATIONS


**OUR BEING CERTIFIED BY MAJOR BRANDS MEANS NOW YOU DO.**

This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details. This is the copy that will go into a few more details.




**RAM** Mercedes-Benz



 **DRIVERGE**  
VEHICLE INNOVATIONS

**Ideas Made to Move**




## OTHER MESSAGES/CONCEPTS:

**SUBJECT:**  
Questioning your converter #2

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**DRIVERGE**  
VEHICLE INNOVATIONS

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[Watch it in action](#)



**DRIVERGE**  
VEHICLE INNOVATIONS


**Ideas Made to Move**



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Questioning your converter #3

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Do you have access to 95 service centers across the U.S. to keep your fleet running smoothly?




**DRIVERGE**  
VEHICLE INNOVATIONS

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**RAM** Mercedes-Benz



**DRIVERGE**  
VEHICLE INNOVATIONS


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**SUBJECT:**  
Questioning your converter #4


Is it time to question your upfitter?

Once your warranty expires, do you still have another 365 days of coverage?




**DRIVERGE**  
VEHICLE INNOVATIONS

**WE MATCH THE OEM WARRANTY AND ADD ONE EXTRA YEAR.**




Driverge not only matches all basic OEM warranties on its conversions, it also extends conversion protection another year. Driverge not only matches all basic OEM warranties on its conversions, it also extends conversion protection another year.



**DRIVERGE**  
VEHICLE INNOVATIONS

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THE  
**MODIFY YOUR THINKING**  
APPROACH



**SUBJECT:**

The more the better ... for you

**MODIFY  
YOUR THINKING:**

Only use  
vehicle converters  
with 95 or more  
service locations.

**DRIVERGE**  
VEHICLE INNOVATIONS

**Because we are certified by all the top auto brands we can service your fleet throughout the nation.**  
We have the trust, respect, and certifications from Ram, Mercedes, and Ford. Which means we also have plenty chassis available to start work on your conversion van right now.

[Learn more](#)

**DRIVERGE**  
VEHICLE INNOVATIONS

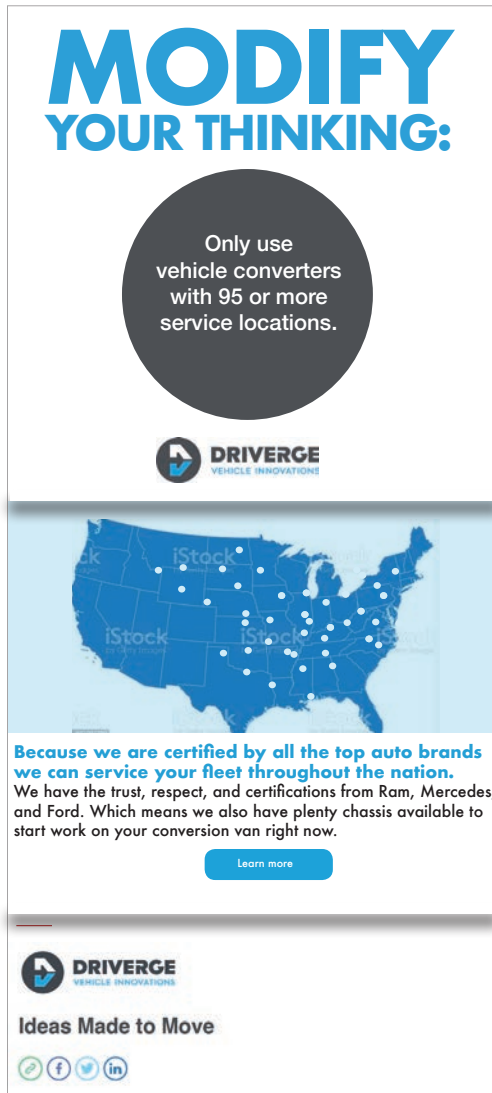
**Ideas Made to Move**

[G+](#) [f](#) [t](#) [in](#)

Main concept/message



**SUBJECT:**

The more the better ... for you




**MODIFY YOUR THINKING:**

Only use vehicle converters with 95 or more service locations.




**Because we are certified by all the top auto brands we can service your fleet throughout the nation.**  
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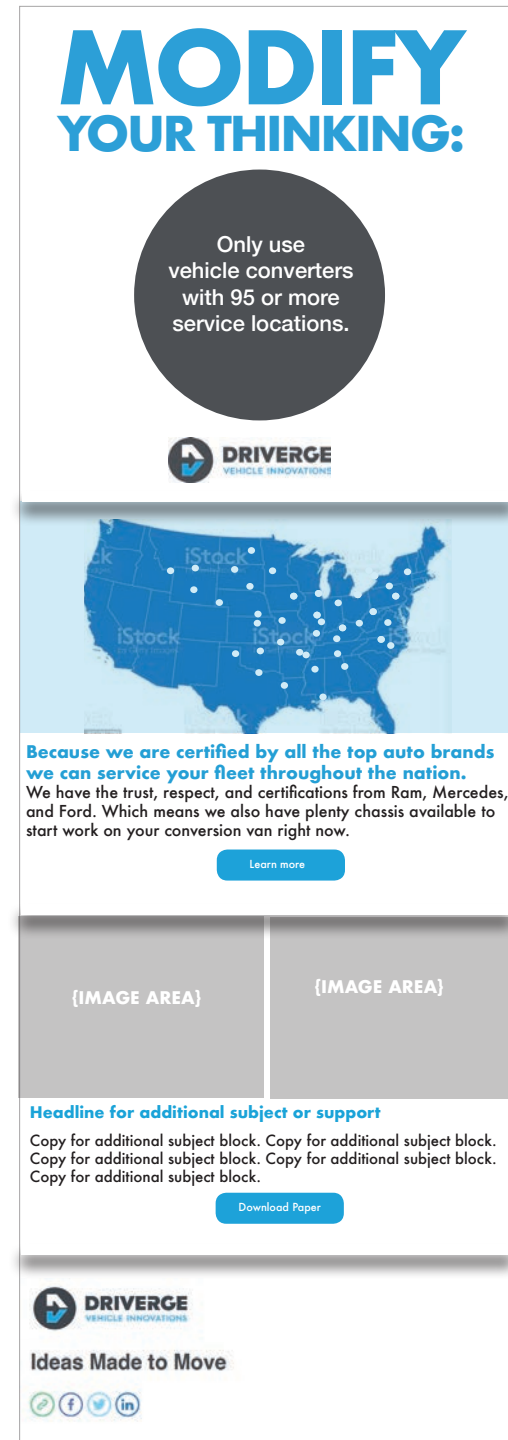
[Learn more](#)



**Ideas Made to Move**

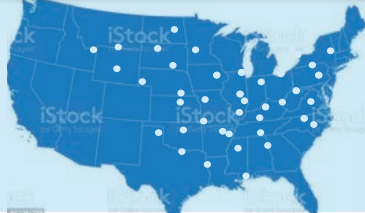



Main concept/message



**MODIFY YOUR THINKING:**

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[Learn more](#)


{IMAGE AREA} {IMAGE AREA}

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[Download Paper](#)



**Ideas Made to Move**

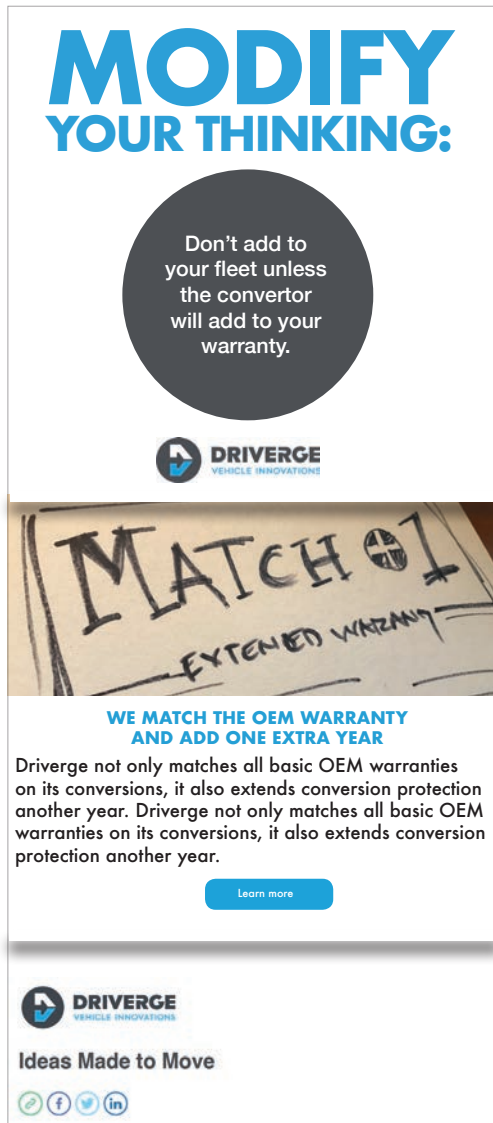


Extra/supporting info can be stacked, when desired

## OTHER MESSAGES/CONCEPTS:


### SUBJECT:


Why settle for a mere OEM warranty?



**MODIFY  
YOUR THINKING:**

Don't add to  
your fleet unless  
the convertor  
will add to your  
warranty.


 **DRIVERGE**  
VEHICLE INNOVATIONS




**WE MATCH THE OEM WARRANTY  
AND ADD ONE EXTRA YEAR**

Driverge not only matches all basic OEM warranties on its conversions, it also extends conversion protection another year. Driverge not only matches all basic OEM warranties on its conversions, it also extends conversion protection another year.

[Learn more](#)

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VEHICLE INNOVATIONS

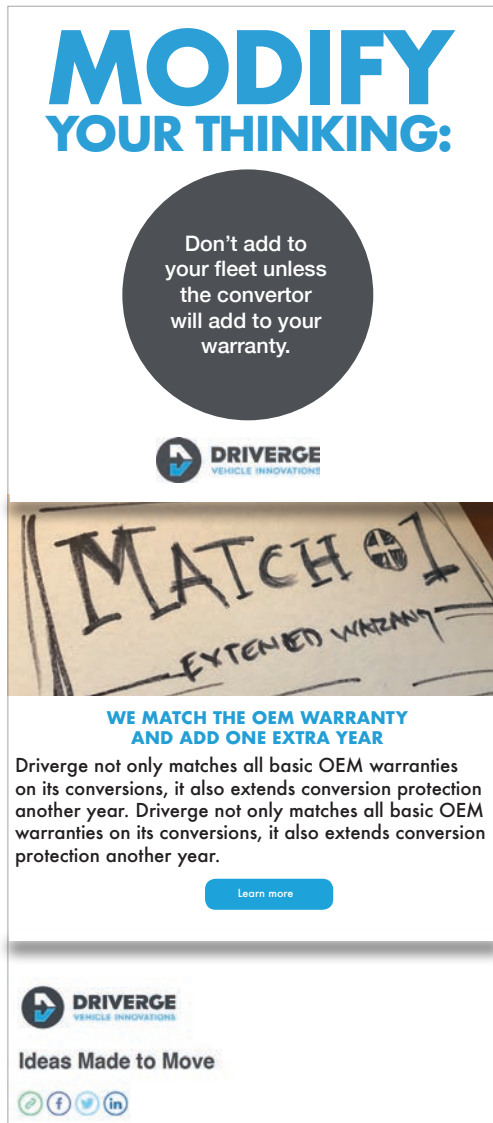
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## OTHER MESSAGES/CONCEPTS:



### SUBJECT:

Why settle for a mere OEM warranty?



**MODIFY YOUR THINKING:**


Don't add to your fleet unless the convertor will add to your warranty.




**WE MATCH THE OEM WARRANTY AND ADD ONE EXTRA YEAR**

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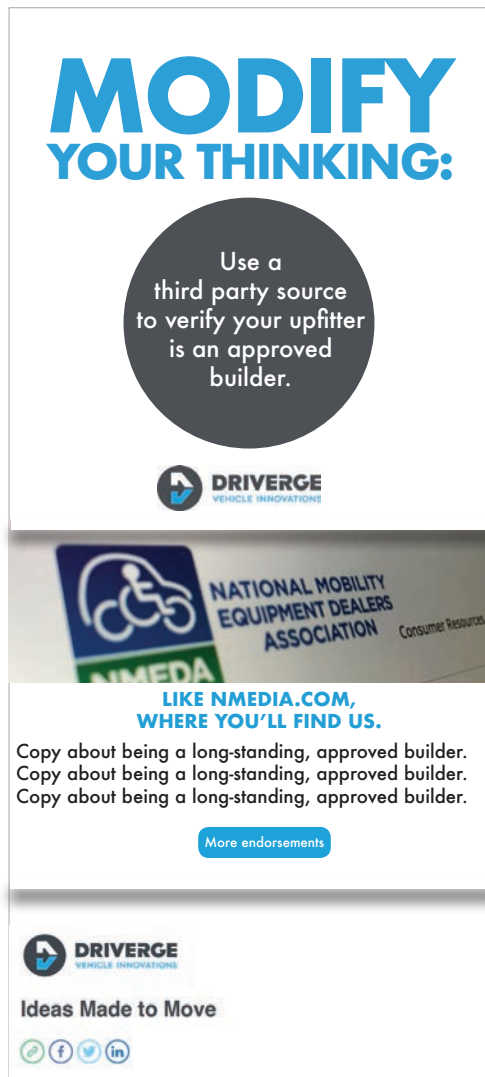


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### SUBJECT:

Don't just take their word for it.



**MODIFY YOUR THINKING:**


Use a third party source to verify your upfitter is an approved builder.




**LIKE NMEDIA.COM, WHERE YOU'LL FIND US.**

Copy about being a long-standing, approved builder.  
Copy about being a long-standing, approved builder.  
Copy about being a long-standing, approved builder.

[More endorsements](#)



**Ideas Made to Move**





## OTHER MESSAGES/CONCEPTS:

### SUBJECT:

Why settle for a mere OEM warranty?

**MODIFY YOUR THINKING:**


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### SUBJECT:

Make them prove it

**MODIFY YOUR THINKING:**


Insist your conversion vehicle be turned like a roasted pig on a giant spit.




**THERE'S NO END TO WHAT WE'LL DO TO ASSURE YOUR FLEET OPERATES PERFECTLY.**

This is the copy that will go into a few more details. about testing. This is the copy that will go into a few more details. about testing. This is the copy that will go into a few more details. about testing.

[Watch crash tests](#)



**Ideas Made to Move**



## ALTERNATE SUBJECT LINES:

**SUBJECT:**  
Modify your thinking: about warranties

# MODIFY YOUR THINKING:

Don't add to your fleet unless the convertor will add to your warranty.



### WE MATCH THE OEM WARRANTY AND ADD ONE EXTRA YEAR

Drivege not only matches all basic OEM warranties on its conversions, it also extends conversion protection another year. Drivege not only matches all basic OEM warranties on its conversions, it also extends conversion protection another year.

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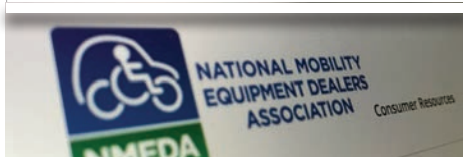
Ideas Made to Move



**SUBJECT:**  
Modify your thinking: about verifying

# MODIFY YOUR THINKING:

Use a third party source to verify your upfitter is an approved builder.



### LIKE NMEDIA.COM, WHERE YOU'LL FIND US.

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[More endorsements](#)



Ideas Made to Move



**SUBJECT:**  
Modify your thinking: about testing

# MODIFY YOUR THINKING:

Insist your conversion vehicle be turned like a roasted pig on a giant spit.



### THERE'S NO END TO WHAT WE'LL DO TO ASSURE YOUR FLEET OPERATES PERFECTLY.

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[Watch crash tests](#)



Ideas Made to Move



**SUBJECT:**  
Modify your thinking: about service

# MODIFY YOUR THINKING:

Only use vehicle converters with 95 or more service locations.



### Because we are certified by all the top auto brands we can service your fleet throughout the nation.

We have the trust, respect, and certifications from Ram, Mercedes, and Ford. Which means we also have plenty chassis available to start work on your conversion van right now.

[Learn more](#)



Ideas Made to Move



THE  
**ADLIKE - SORTA CIRCULAR**  
APPROACH

**SUBJECT:**

Why settle for a mere OEM warranty?



**The fact we crash test our vans is not by accident.**

**What we learn makes a big impact.**  
And helps assure that your modified vehicle is safer for your passengers, your drivers, and even your company.  
[Learn more here.](#)



.....



**Ideas Made to Move**



**Main concept/message**



**SUBJECT:**  
Why settle for a mere OEM warranty?



**What we learn makes a big impact.**  
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[Learn more here.](#)



.....




**Ideas Made to Move**




**Main concept/message**

**Extra/supporting info can be stacked, when desired**



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[Learn more here.](#)



.....

{IMAGE AREA}


**Headline justified right and a little smaller**  
Copy also justified right and as much as is needed to explain the added subject or benefit of main message  
[Learn more here.](#)

.....


{IMAGE AREA}

**Headline justified right and a little smaller**  
Copy also justified right and as much as is needed to explain the added subject or benefit of main message  
[Learn more here.](#)

.....



**Ideas Made to Move**






## OTHER MESSAGES/CONCEPTS:

### SUBJECT:


We do more than vehicles ...




**We can even modify your warranty.**

**We match the OEM warranty and add one additional year.**

Copy with more details. Copy with more details. Copy with more details. Copy with more details. Copy with more details. Copy with more details. Copy with more details. Copy with more details. Copy with more details.



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**Ideas Made to Move**



### SUBJECT:


We are certifiably crazy (good) ...




**We are certifiably crazy (good).**

**The top auto brands recognize our skill at modifying their vehicles.**


We are certified by all the biggies, because they've verified our ability to deliver quality. That's why we have easy access to their chassis. And over 95 of their service centers across the nation. (Which means, you do, too.) [Find out more.](#)



.....



**Ideas Made to Move**



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.....



**Ideas Made to Move**




**SUBJECT:**  
Safety first, safety always




**Want to see how this ends?**

**Click to watch video. But the quick answer is here:**


It ends with you having absolute confidence in the vehicle we modified for you, because it has been thoroughly crash tested. Which means it will be safer for your passengers, your driver, and even your company. [Learn more here.](#)



.....




**Ideas Made to Move**



## OTHER CONCEPTS DRIVING PEOPLE TO SHOCKING WHEELCHAIR VIDEO:

### SUBJECT:


Avoid making mistakes




**We couldn't stop ourselves.**

**We just had to offer you PASS training at a discount.**


Because if your driver isn't trained, your passenger isn't safe. [Watch this](#) and see exactly why we give you a 10% discount on Passenger Assistance, Safety, and Sensitivity training when you purchase our mobility vehicles.

 DRIVERGE  
VEHICLE INNOVATIONS

.....

 DRIVERGE  
VEHICLE INNOVATIONS


**Ideas Made to Move**



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 .....



**Ideas Made to Move**




Click takes them to footage of wheelchair dummy not correctly strapped in →




## OTHER CONCEPTS DRIVING PEOPLE TO SHOCKING WHEELCHAIR VIDEO:

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.....



**Ideas Made to Move**




**SUBJECT:**  
A moving message




**Because our vehicles are only as safe as your driver.**


**That's why we offer you a 10% discount on PASS training.**  
We want to make your driver better skilled at securing your passengers so [this never happens](#).



.....



**Ideas Made to Move**




Click takes them to footage of wheelchair dummy not correctly strapped in →






**OTHER CONCEPTS DRIVING PEOPLE TO SHOCKING WHEELCHAIR VIDEO:**

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.....  
  
**Ideas Made to Move**  


**SUBJECT:**  
A moving message




**Because our vehicles are only as safe as your driver.**

**That's why we offer you a 10% discount on PASS training.**  
We want to make your driver better skilled at securing your passengers so [this never happens](#).




  
.....  
  
**Ideas Made to Move**  


**SUBJECT:**  
Watch a wheelchair at 30 mph



**Watch why we offer a discount on PASS training.**

**If your driver isn't trained, your passenger isn't safe.**  
So we give you a 10% discount on Passenger Assistance, Safety, and Sensitivity training when you purchase our mobility vehicles. Because [this should never happen](#).

  
.....  
  
**Ideas Made to Move**  


**Click takes them to footage of wheelchair dummy not correctly strapped in →**






THE  
**ADLIKE - MORE TRADITIONAL**  
APPROACH

**SUBJECT:**


Why settle for a mere OEM warranty?

In our quest to provide you the best conversion vehicle, we leave nothing unturned.




Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides. Copy about our extensive testing and the benefits and assurances it provides.


[Watch crash test video](#)



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**Ideas Made to Move**



Main concept/message

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[Watch crash test video](#) 


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**Ideas Made to Move**  



Main concept/message

Extra/supporting info can be stacked, when desired

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[Watch crash test video](#) 



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Copy stays a little more centered as well, if possible.

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**Ideas Made to Move**  


## OTHER MESSAGES/CONCEPTS:

### SUBJECT:

We're there when you need us

Wherever your fleet needs servicing, there we are.



**We have 95 service locations across the US** because we have the trust, respect, and certifications from the top auto brands: Ram, Mercedes, and Ford. Which means we also have plenty chassis available to start work on your conversion van right now.

[Get more details here](#)



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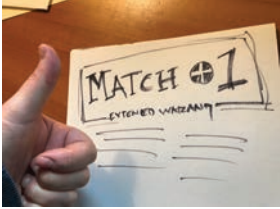
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### SUBJECT:

365 reasons our warranty is better


There are 365 reasons our warranty is better.




**We match the OEM warranty, then add an additional year.** If that doesn't give you the confidence and peace of mind to purchase your next conversion vehicle from us, you'll find plenty more reasons to feel good about working with Driverge [right here](#).



---



**Ideas Made to Move**




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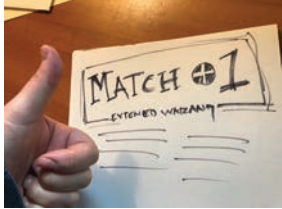
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Ideas Made to Move



### SUBJECT:

A new kind of wheelchair ramp

Now you see it.  
Now you don't.



Introducing our Flex Flat ramp. Sets up in 15 seconds. Handles 800 pounds of weight. Then folds flat, disappearing in the floor for more space. [Learn more about it here.](#)



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Ideas Made to Move



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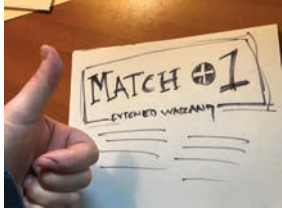
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Introducing our Flex Flat ramp. Sets up in 15 seconds. Handles 800 pounds of weight. Then folds flat, disappearing in the floor for more space. [Learn more about it here.](#)



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Ideas Made to Move



Introducing Flex Flat.  
It works even when you're not using it.



Sets up in 15 seconds, then stores flat to offer more space. Just one of the many great ideas to move you. [Discover more here.](#)



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Ideas Made to Move

