



# A. Duie Pyle

## 2025 TRAILBLAZER AWARD WINNER

### ELEVATOR PITCH

For a century, A. Duie Pyle (Pyle) has been a cornerstone of the trucking industry in the Northeast. 2024 was a special year, as the company commemorated its centennial anniversary. Family-owned and operated since its inception, Pyle has skillfully adapted to the evolving challenges of the economy and supply chain, all while maintaining a steadfast commitment to its people and customers. Pyle began the initial planning for its centennial celebration in December of 2020. After years of collaboration, preparation and identifying an effective strategy, the campaign was officially launched on April 1 of 2024. The initiative included internal and external communications, public events, media outreach and digital marketing efforts. This multifaceted approach not only honored the company's rich history but also positioned Pyle for future success through meaningful engagement with its community and stakeholders.

Reaching 100 years is a significant achievement that few trucking companies have accomplished. Pyle aimed to highlight this distinction far and wide, by extending the celebration to include its customers, 4,300 employees and even retirees. The campaign garnered media coverage in local, national and trade publications, further emphasizing the company's unique longevity in the industry. Pyle received 28 pieces of media coverage, which collectively resulted in 679 million total monthly unique website views and 2.2 million online views. Key campaign highlights include feature articles with Entrepreneur, The Philadelphia Inquirer, Trucking Dive and others. Pyle ran a social media campaign with 45 pieces of organic social media posts focused on the 100th anniversary, with a 13.6% overall engagement rate. This content garnered 151,852 digital impressions, 20,603 engagements and 3,101 clicks. Additionally, Pyle ran paid social posts that had 158,024 impressions, 7,389 total clicks and 974 conversions to the website.

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A core part of Pyle's mission is investing in its people — those who have shaped the company into a customer-focused organization and have driven its success for 100 years. Throughout the campaign, Pyle undertook various company initiatives to help ring in its anniversary, including a refresh of the company branding. Pyle created a special 100-year anniversary logo that was used in marketing materials throughout the year such as employee signatures and truck wraps. The company also created an anniversary website to feature the history of Pyle, sharing images of old marketing materials, past logos and a full timeline of its history. There was even a section that recognized retired employees who dedicated 25+ years of their lives to Pyle. Employees, customers and the public could view not only the rich history of Pyle, but photos of all the events as well. Pyle is also in the final stages of preparing a special yearbook to illustrate its extraordinary history, serving as a timeless tribute to the company's rich background, significant achievements and unique journey over the past century. Moreover, Pyle also created a commemorative video that was the feature of the 100th anniversary website and developed 100th anniversary-specific company apparel and a limited edition serialized, diecast replica of its first truck, a 1918 International Harvester Model K.

In addition to updating its branding, Pyle held events in Baltimore, MD; Boston, MA; Buffalo, NY; Camden, NJ; Pittsburgh, PA and New York City, NY to celebrate its employees. Additionally, Pyle hosted an event at The Union League of Philadelphia for its customers where Dick Vermeil, former Philadelphia Eagles head coach, addressed attendees with a speech. The special gathering was meant to show gratitude to Pyle's customers for their role in helping the company reach this monumental achievement. On top of the customer and employee celebrations, Pyle hosted an official 100-year launch day event honoring the significant achievement. During this, the 'Pyle People' surprised the Latta family, the owners of A. Duie Pyle, with a monument outside its headquarters in West Chester, PA and a centennial year plaque. The monument features a 1951 Autocar as an expression of heartfelt gratitude for the family's hard work and dedication to the company over the last 100 years. A reporter from The Daily Local, a West Chester, PA newspaper, was invited to attend the event.



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The reporter wrote a feature story on Pyle, highlighting its growth from a single truck operation in 1924 to a leading transportation and logistics provider. The article shared pictures from the event and discussed how Pyle's legacy as a family run business has thrived through a strong company culture. The article was on the front page spread of The Daily Local paper and was also published online.

From the moment Pyle began its 100th-anniversary initiatives, it conducted extensive outreach to local, national and trade outlets, securing coverage across various media platforms. Pyle saw 28 pieces of media coverage in outlets such as Entrepreneur, FOX Business, The Philadelphia Inquirer, Philadelphia Business Journal, Trucking Dive, American Journal of Transportation, Transport Topics and more. In interviews with Trucking Dive and Transport Topics, CEO Peter Latta shared insights into how Pyle overcame challenges and achieved its current success, resulting in stories highlighting the company's resilience and growth. Articles in The Philadelphia Business Journal and Family Business Magazine highlighted how Pyle, a family-owned business led by third-generation owner Peter Latta, has stayed true to its core values over the years, showcasing the unique dynamics and long-term vision of the company, along with its succession plans. The most successful media opportunity involved an on-site interview with Peter Latta, followed by a ride-along with Pyle truck driver Sam Baez for a segment with FOX Business. During the live truck ride-along, the reporter discussed Sam's personal experience with electric and hybrid trucks while spending the day driving with him. During the segment, FOX Business emphasized how it was Pyle's 100th year in business, mentioning the milestone before FOX's interview with Peter. FOX Business aired three segments in total, including the truck ride-along and interview with Peter. Entrepreneur published a full-length feature piece, emphasizing how Pyle was on track to reach \$850 million in revenue. The piece discusses Pyle's journey to getting to that revenue mark, its core values and the rich history of the company. To accompany the media hits, Pyle published a press release on its centennial year on April 1, 2024, its official anniversary date, highlighting the achievement and driving additional SEO value.

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Pyle's social media team also launched a year-long campaign to celebrate the company's 100th anniversary. The campaign featured posts and photos of 'Pyle People' commemorating the milestone, along with historic images that highlighted the company's evolution over the decades with the use of the hashtag #Roadto100. This effort not only celebrated Pyle's legacy but also raised awareness of the rare achievement. Pyle saw a 13.6% overall engagement rate, which resulted in 151,852 digital impressions, 20,603 engagements and 3,101 link clicks. Pyle also ran ads designed to share Pyle's anniversary and drive interest among prospective new customers, resulting in 158,024 impressions, 7,389 total clicks and 974 conversions to the website.

### BLAZING A TRAIL

Throughout 2024, Pyle's 100th Anniversary was not just a single milestone but a year-long celebration that highlighted the company's legacy, its employees and its customers. By spanning the anniversary campaign from late 2023 through all of 2024, Pyle kept its story alive across media platforms for an entire year, ensuring ongoing visibility and engagement. This sustained media presence wasn't just about celebrating the milestone on a specific date, it continuously reinforced Pyle's resilience and success over the decades. Through articles and social media posts, Pyle shared how the company overcame significant industry and economic challenges to reach its centennial year.

With frequent and high-profile media coverage in publications like FOX Business, Entrepreneur and The Philadelphia Inquirer, Pyle effectively kept the momentum going, reinforcing the company's achievements and acknowledging the employees and customers who helped make it all possible. Keeping the media coverage active throughout the year was crucial for maintaining brand visibility, deepening stakeholder engagement and ensuring the anniversary wasn't just a moment in time, but an ongoing story of Pyle's success. Looking ahead, Pyle remains committed to innovation and exceptional service, driven by its core values and dedication to meeting customers' evolving needs.

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Pyle approached this milestone with creativity and innovation, setting itself apart by updating its branding across various platforms, including its website, email signatures and truck wraps featuring the 100th anniversary logo. The company also hosted special employee events and created engaging social media content that celebrated its rich history. This comprehensive campaign was notable for its blend of traditional and digital strategies, effectively reaching audiences in multiple ways. By consistently putting out engaging content and hosting impactful events, the campaign not only honored Pyle's century of success but also reinforced the company's position as an industry leader. This strategic, creative approach ensured the anniversary was more than a celebration — it became a powerful demonstration of Pyle's commitment to innovation and continued growth in the transportation industry.

#### VIDEO LINK

**WATCH VIDEO**



#### OTHER MATERIAL

**A. DUIE PYLE POWERPOINT**