

Bridgenext

2025 TRAILBLAZER AWARD WINNER

ELEVATOR PITCH

In 2024, Saia turned 100. For a century, Saia LTL Freight has been indispensable in keeping businesses moving across America. Saia's rich history was something to honor, but more than that, it was a chance to affirm their leadership in the industry. However, in a business category often seen as utilitarian, Saia faced the challenge of making people realize just how dynamic, and vital it truly is. Enter Bridgenext. Tasked with developing a campaign that paid homage to Saia's accomplishments and storied past, Bridgenext wanted to go even bigger and bring some swagger back to the shipping world. We knew that by showcasing the human side of freight and connecting with people on an emotional level, we could elevate Saia beyond just a service provider into an industry icon worthy of celebration.

So we transformed two Saia 18-wheelers into full-size, traveling museums, bringing Saia's legacy, innovation, and future to communities across the country. We also marked the milestone with a new 100-year logo featuring a golden anniversary banner on Saia trucks and across Saia's digital media. The refreshed design symbolized a century of strength and set the stage for another 100 years of leadership. On social, we celebrated all year by animating and highlighting important moments over the years, creating a video of Saia's fleet evolution, and featuring the mobile museum online to keep the celebration alive year-round. And tying it all together, we launched Saia100.com, a microsite that allowed visitors to track the mobile museum's journey and experience the celebration online. The whole created a campaign that was stronger than its parts. Each reinforcing the other to tell a story, creating a sense of celebration. The experience truly brought Saia's history to life, on the road and online, leaving a lasting connection with visitors and guests alike.

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MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

Looking back on the year, the Saia 100th Anniversary Campaign delivered an unparalleled level of engagement, reaching over 42 states, engaging 153 terminals, and attracting nearly 10,000 attendees in 2024. From coast to coast, Saia's story captivated audiences and reinforced that trucking is as essential and exciting today as it was in the golden age of the industry.

The true measure of success was affinity, and the results speak for themselves. Visitors walked away with a deeper, more personal connection to the Saia brand, underscoring the campaign's ability to create lasting impressions. The entire campaign was hailed as a tremendous success by the client, further solidifying Saia's reputation as a leading national carrier and reinforcing its standing as a top choice for customers across the country.

BLAZING A TRAIL

In a world where gamification grows every more essential to grab and hold attention, building 2 truly interactive museums within the limited space of an 18-wheeler's trailer was no simple task. From ideation to fabrication, every aspect of this job had to be envisioned, designed, and built from scratch. Designing a museum is about as far from a "traditional advertising" campaign as you can get, and our team of designers and art directors rose to the challenge. The question, "How do we do this?" reverberated daily, but undeterred, our team found vendors and partners who were able to turn novel ideas into real-world artifacts. And when the project finally came together, the enthusiasm with which the rolling museums received in every city and town they visited reinforced our core belief that immersing someone in an experience is the most powerful way to tell a story.

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VIDEO LINK

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