TROAD

R&R Landscaping TROAD Campaign

046: Cross Platform: Integrated Campaigns –
Integrated branded Content Campaign – Local or Regional/National

R&R Landscaping partnered with Script to build an internal brand that would energize their team, reinforce culture, and bring their core values to life in a way that felt memorable, ownable, and distinctly “R&R.” The result was TROAD-a fully realized internal identity created from the acronym formed by the company’s values:

T – Together We Thrive

R – Rooted in Respect

O – Own the Outcome

A – Always Growing

D – Details Matter

TROAD

The Mascot

Once the acronym emerged, the creative spark hit: TROAD rhymes with “toad,” inspiring a bold, charismatic mascot that represents grit, agility, and the hands-in-the-soil pride of landscaping. From there, Script developed a complete internal brand system that seamlessly complements R&R’s established identity while introducing fresh creative energy.

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TROAD

The System

The system included custom illustrations, mascot development, expanded color palettes, new typography, taglines, and a library of graphic elements flexible enough for every internal need. These assets rolled out across shirts, hats, stickers, truck magnets, signage, employee materials, and presentation templates-giving the brand a powerful presence in daily operations.

THIS AIN'T YOUR AVERAGE JOB.

This is the **TROAD** — the path we walk as a **crew,** a **team,** and a **family** that actually gives a damn.

EVERY STEP ON THE TROAD LEADS SOMEWHERE REAL.

We don't just build landscapes — we build trust, grit, and careers we're proud of. If you're on this team, you're on the TROAD. And here's what that means...

PERFORMANCE REMINDERS

THAT AIN'T THE TROAD WAY.

THE TROAD'S PAVED WITH DETAILS. DON'T SKIP 'EM.

YOUR SWERVIN' OFF THE TROAD.

YOU ON THE TROAD OR JUST TAKIN' A SCENIC DETOUR?

STAY ON THE
TROAD
TROAD
TROAD
CAUTION
TROAD
WORK
AHEAD
WALK THE
WALK THE
WALK THE
TROAD

GET ON THE
TROAD
TROAD
TROAD
TROAD
TROAD
TO BETTER
LEADERSHIP
THIS CREW RUNS ON
TROAD
FUEL
TROAD

TROAD
WALK THE
ROOTED IN RESPECT • TOGETHER WE THRIVE • OWN THE OUTCOME • DETAILS MATTER • ALWAYS GROWING
TROAD
WALK THE
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TROAD
WALK THE
ROOTED IN RESPECT • TOGETHER WE THRIVE • OWN THE OUTCOME • DETAILS MATTER • ALWAYS GROWING

WALK THE
TROAD
TROAD
TROAD
TROAD

TROAD WORK AHEAD

UP STAIRS
STAY THE TROAD
WALK THE TROAD

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TROAD

The Hype Video

To launch the brand, Script produced a high-energy hype video premiered at an all-staff event, turning the reveal into a shared cultural moment. The response was immediate: team members embraced the language, referenced TROAD in day-to-day conversations, and rallied around the mascot and values it represents.

TROAD

The Result

TROAD now serves as a unifying, motivating force that strengthens culture, supports recruitment and retention, and gives the R&R team a brand identity they're proud to live out every day.

Credits:

Account Executive: Shelly Weathers

Creative Director: Melinda Draut