

# It's not polite to brag. That's what our delighted customers are for.

It's one thing to state you're the go-to company when it comes to fleet vehicle rebranding expertise.  
It's quite another when your clients say it for you, again and again.

*"The DI Graphics process for planning and completing the fleet vehicle wraps was very professional and required very little involvement on our part. Your communication with me was also an important part in making this an easy and successful project."*

~ Arlene Hall, General Manager Holiday Inn, Orange County Airport

*"We'd like to share our appreciation for a job well done. Our folks worked very closely with yours and we can be considered Extremely Satisfied. They're all to be commended. They kept us in the loop continuously, provided updates in a timely manner and minimized impact of our day-to-day operations as much as possible. Not to mention finishing ahead of schedule."*

~ AT&T Fleet Manager

*"The rebranding campaign in the SE is going great. Overall progress has been remarkable and we are a bit ahead of schedule."*

~ BellSouth Senior Executive



# Hard work. Attention to detail. Personal service. Sound familiar?

You've got 50,000 fleet vehicles in more than 5,500 locations in 22 states and you just heard you need to rebrand them with a new logo and tagline. Who do you trust to get it done? When SBC was faced with this challenge in rebranding their fleet to AT&T, they trusted DI Graphics. And we exceeded every expectation at every milestone.

With over 21 fleet rebranding projects involving more than 200,000 vehicles – in particular large telecom companies – we have the unique technical, creative and logistical

knowledge to deliver your large to small project on time and on budget. In the process, we also deliver another benefit: **peace of mind.**

If you're a manager involved in rebranding, right now you have questions and we have answers. Following is a sampling that covers a broad array of management responsibilities and concerns. You'll see that our proven methodologies and hard-earned credibility can simplify your job, so you can actually do the seemingly impossible: go home at night.

## Upper Management

How do I keep the rebrand project on time and on budget?

Quick Start and the Flexibility to Respond to the Unforeseen: Our "quick start" approach means we begin producing and installing the new fleet vehicle wraps immediately. On AT&T's BellSouth rebranding project, we were in the field two weeks after signing the contract. We stayed ahead of plan at every milestone and on budget.

## Special Requests

Can you go the extra mile to assure last-minute changes get completed?

**Flexibility** is important to our customers and we know the unexpected can happen; perhaps a promotional event changes the schedule or Mother Nature plays a role we can't anticipate. We work closely with our customers to quickly adjust to circumstances beyond their control and to honor special requests from their top management.

For example, we were asked to complete the vehicle rebranding with **the new AT&T brand** in the Augusta, Georgia area before The Masters Golf Tournament. This was a critical-timing request given the brand's highly visible exposure to a national audience during the weeklong tournament.

## Fleet Managers

What happens when I have a service emergency and my vehicles aren't available for wraps?

A Large Fleet Keeps on Working: AT&T rebranded over 75,000 vehicles of all descriptions across the country. We understood the complexities associated with keeping their fleet productive, while meeting quality and deadline objectives. We adjusted our installation schedules to meet both deadlines and the unexpected emergency. We can easily move our **logistical focus** to another region, to install wraps on vehicles that are more available, at any given time. We communicate changes every step of the way with our clients using our real-time, online portal tool.



*I had our graphics team quickly look at the Images that were sent and we think this is right on Brand. We like the clean white field on the roof for the logo. Looks great!*

~ Cheryl Kinnison, Sr. Account Manager, Interbrand design forum



### Operations Manager

Will the rebrand interfere with my planned installations and work flow?

Logistical experts, helping you stay at work: We know that communication is absolutely essential to a great partnership. Our **project management** experience and proprietary online portal deliver real-time progress reports and analysis. Clients always know where they stand in the installation process and how DI Graphics is performing via access to our advanced, Internet-based communication systems.

### Marketing Managers

How can I target specific audiences for a promotional campaign?

No need to invest in new advertising tools: A smart, strategic use for a portion of your fleet is to **target specific customers** with promotional messages that are changeable based on regional need, competitive strategies and market demand. You can wrap the whole vehicle or just the truck back. These “promo” vehicles act as mobile billboards and go where other advertising isn’t permitted – residential neighborhoods. Imagine the impact of your brand and promotional message on a targeted neighborhood with specific service needs.

### Branding Agency

Will my brand look good on every vehicle?

Upholding Brand Standards: Safeguard your brand by trusting DI Graphics to engineer the design, for your approval, on any vehicle style. Your brand graphics and/or messaging will have a uniform look across all vehicles, wherever they travel and wherever they park. **Upholding brand standards consistently** conveys your company image and we assure that image is always correct.

**Did you know** that DI Graphic's proprietary rebrand information system allows you to capture up to date information about what brand message is on each and every fleet vehicle so you can turn these assets into an inventory of Fleet Media? With this data and the system, you can search the inventory to run targeted campaigns now and in the future!





## Mobilize Your Rebrand

From details to results, DI Graphics can manage your entire fleet rebranding process, impeccably executing every facet to dramatically enhance and expand your brand's reach.

For more information **contact Scott McLean at: [smclean@digraphics.com](mailto:smclean@digraphics.com) or 303.867.1900**

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