

# Fleet Rebranding: You Manage Your Brand. We Manage Everything Else.



## The Brand That Builds Your Brand

At DI Graphics, we're experts at rebranding your fleet graphics quickly, effectively and seamlessly due to:

- Merger and Acquisitions
- Brand Extension to Support Marketing Campaign
- Change in Brand Tagline
- Launch a New Brand
- Change in Brand Look and Feel

With over 21 rebranding projects involving more than 200,000 vehicles – in particular large telecom companies – we have the unique technical, creative and logistical knowledge to complete your project on time and on budget.

In helping SBC rebrand its vehicles to AT&T, we handled the complex coordination of 50,000 vehicles at more than 5,500 locations in 22 states. Through years of such experience, we've developed proven methodologies to handle anything – even the unexpected.

# The Art and Science of Fleet Rebranding

We know relevant project management drives a successful vehicle rebranding. Without it, priceless brand equity can be lost. As experts at risk management, we use advanced project methodologies that simplifies the process and makes it more transparent. With DI Graphics, we guarantee to:

- Manage expectations throughout the program
- Build in flexibility to accommodate the unexpected
- Ensure “quick start” of ALL projects
- Analyze and detail pre- and post-program costs up front
- Publish daily, real-time reports, schedules and updates
- Automate business processes
- Share knowledge across the organization
- Utilize the latest digital print/production equipment
- Develop “Mother Nature” fall-back plans

## Our Project Management Process: Step-By-Step

### 1.0 Upfront Planning Phase

- We obtain and analyze data pertinent to the rebrand project:
  - Vehicle database - Type of vehicles, Location of vehicles
  - Facility - Indoor, Outdoor, covered facility, rental facilities; Trash disposal; Regulations
- Obtain information about the old vehicle graphics that need to be removed:
  - Manufacturer and product type of old graphics
  - Length of time on vehicles
  - Likely field inspections and test removals
- Meeting with client to iron out a Project Plan
  - High-level objectives (start date, end date, priorities)
  - Constraints imposed by Operations, weather, other company specific matters
  - Communication plan (so we know who to communicate with about schedules and other matters)
- Installation sub-contractor selection and qualification phase
  - We select from a small pool of installation sub-contractors we work with to meet the individual objectives of each project
  - We match their available labor resources to needs of project
- Contract negotiations
- Graphic Approval Phase with Client and Brand Agency
  - A rapid prototyping phase
  - Identifies particular colors and look of the new brand image on the actual material the graphics are made from

### 2.0 Engineering Phase

- Engineer graphic kits to fit new brand design and vehicles in the fleet
  - Most have many years of makes and models
  - Some have many vehicles with specialty equipment added to it
  - We analyze and create a small selection of graphic kits that will “fit” the fleet
- Pilot – We will actually go out to the field to pilot the graphic kits
  - We are looking at the entire process here
  - Removal of old graphics, installation of new graphics, quality of engineering and application instructions, etc.

### 3.0 Supply Chain Planning Phase

- We develop a high-level supply chain plan
- Ensures that the material vendors can meet the supply requirements to produce the graphics as needed for the project
- For example, in the AT&T project, we worked with 3M to create a special roll size that maximized yield of the graphics kits to be produced

### 4.0 Logistics Planning Phase

- We put together a high-level logistics plan
- Designed to meet projects objectives and constraints that matches our installation sub-contractors capabilities
  - Where do we start – weather is a factor – graphics have to be applied between 40 and 90 degrees Fahrenheit on a dry day
  - Are there high priority locations that need to be done by a specified date?

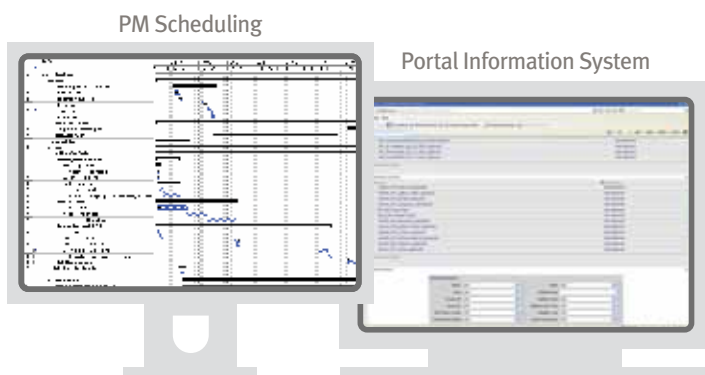


**Above:** planning makes up for almost 60% of our project management process

- Based on actual work to be done and customer-imposed constraints (such as hours vehicles will be available), how many can we do each week?
- This is an iterative process until we come up with a final high-level logistics plan

### 5.0 Rebranding Portal Information Set-Up Phase

- Client data is obtained (vehicles, locations, responsible personnel)
- Portal database is loaded
- Portal information system is configured specific to each project
- Portal security is configured so each user can do their job



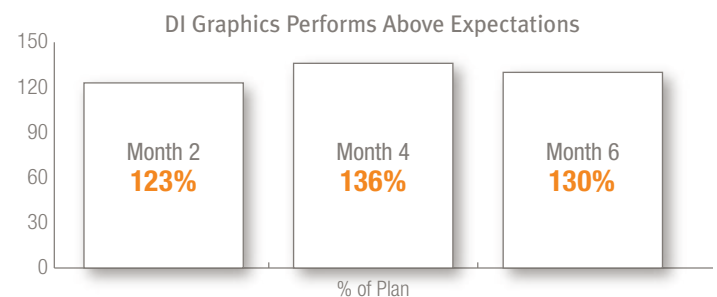
### 6.0 Work Phase

- Schedule actual locations to be re-branded on 3-week scheduling horizon
- Schedules communicated to people responsible for having the vehicles rebranded

- Work is done. Actual status is communicated each day in our Real-Time Rebranding Portal Information system
- Customer billed on weekly basis, details down to each vehicle.
- Installation sub-contractors paid on weekly basis based on actual results
- Quality is reviewed and addressed by field visits from DI Graphics staff
- Plan vs. actual variances are monitored, reviewed — corrective actions put in place if necessary
- Real-time information in our Rebranding Portal Information System enables all of this.
  - Customer has a real-time information tool so they get the answer to any question they (or their bosses) desire
  - DI Graphics delivers Project Status Reports on a weekly basis

### 7.0 Wrap Up Phase

- Cleanup Plans developed
- In order to “wrap up” the project, we create specific “cleanup” plans to account for the stragglers that did not get re-branded on the original scheduled dates





If you know someone in your organization that would benefit from seeing this document, please forward it to him or her.

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

4850 Ward Road, Wheat Ridge, CO 80033 • 800.433.2257 • [digraphics.com](http://digraphics.com)

©2010 DI Graphics Inc. All Rights Reserved. DI Graphics, Mobilize Your Brand and Strategic Outdoor Communications Solutions are trademarks of DI Graphics Inc. All other trademarks are the properties of their respective companies.

**DI • GRAPHICS**®  
*Mobilize Your Brand*