

## The Company: Hi-Line Moving Services

- Hi-Line Moving hauls household, military and commercial goods throughout the contiguous United State, specializing in direct moves to Alaska
- They wanted to feature photos of the Northwest's breathtaking beauty on their moving trucks to increase brand awareness while promoting the region's natural allure
- They entrusted DI Graphics to accomplish their vision of a mobile billboard rolling down the highway delivering customer possessions and thousands of daily brand impressions with captivating photos, bold brand graphics and messaging



## The Challenge

- Review, identify and select eye-catching photos of the Northwest to feature on the sides of Hi-Line moving trucks, then develop designs that encompassed these photos along with Hi-Line's logo and branding messages
- Develop diverse designs that conformed to various Hi-Line's vehicle configurations and accommodated different messages that promoted direct services to Alaska and/or to the lower 48 states
- Sophisticated logistic and strategic planning needed to keep fleet productive while meeting installation, quality control and deadline objectives
- Elements: Need for five-state brand execution that minimized impact of day-to-day operations; creating individual graphic designs for select Hi-Line regional needs; ongoing updates to brand team through real-time online reports and analytics

## The Result

- Latest installation processes and sophisticated end-to-end project management
- Flexibility to quickly adjust to unexpected circumstances and special requests
- Continuous real-time installation progress and performance updates a click away with our proprietary online tools
- Finished vehicle wrap installation on budget and ahead of schedule, performing above benchmarks at every milestone

## About DI Graphics

Based in Denver, DI Graphics is a leading Outdoor Response Advertising firm specializing in the optimization of our client's outdoor marketing investments. With experience wrapping many different surfaces, we enable companies to turn unused assets into powerful branding and direct response channels, delivering millions of impressions per year. With national scope and more than 200,000 wraps nationwide, we deliver timely solutions that enhance a brand's reach.