

The Company: Holiday Inn and Holiday Inn Express

- New brand refresh graphics needed on all hotel shuttles nationwide for both brands– with fleet comprised of various vehicle models
- Crucial to change old design of letters and numbers to vehicle wrap with vibrant new logo design – so customers could easily identify shuttles
- Before any of this could happen, needed new brand graphic standards to deliver consistent image of Holiday Inn and Holiday Inn Express fleets



Before



After



The Challenge

- Hotel shuttle service a critical feature of guests experience, so vans had to remain in operation during install
- Needed partner with turnkey abilities to create comprehensive corporate identity program, then quickly apply standards nationwide
- Flexibility to allow individual franchise owner operators for each brand to order their own shuttle wrap with the specific hotels location and contact details
- Elements: Created program catalog that displayed different design options tailored to each fleet van model; streamlined ordering process and coordinated installation around vehicle schedules; kept marketing team in constant loop during every phase of planning and implementation

The Result

- Logo designs and graphic standards dramatically enhanced appearance for all hotel shuttle vans, raising brand and market awareness
- Needed one-stop-shop capable of designing and installing wraps on shuttles at thousands of hotel locations across the country
- Our end-to-end project management enabled majority of U.S. hotel shuttles wrapped with new vehicle graphics - targeted completion: December, 2010

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.