

# Vixxo Updates Signage at 3,800+ Sites On Time and On Budget

## Customer Profile

- ▼ The client is a Fortune 100 U.S. insurance and financial services company with over \$49 billion in annual sales
- ▼ They use an independent agency model to sell their products and service their customers nationwide
- ▼ Their 3,800+ agent locations are geographically decentralized and broadly located across the U.S.

## The Situation

- ▼ The client had a full rebranding initiative to complete at all affiliated locations within an aggressive time frame
- ▼ The rebrand included updating exterior signage and other storefront brand elements at over 3,800 local independent agency locations
- ▼ The agencies are located in disparate geographies, with no consistency between site configurations, store fronts, or local regulations related to signage

## The Challenge

Updating signage at over 3,800 non-uniform locations presented logistical challenges on several fronts.

Because each location was unique, detailed planning for the project had to be done at the site level vs. taking a broader one-size-fits-all approach. In addition, local regulations for signage installation needed to be followed and in some areas, approvals obtained to move forward.

In more populated metropolitan areas where multiple agencies were located, installation technicians needed to be strategically managed to optimize their process.

## The Solution

Under Vixxo's signage and lighting team, our project managers and graphic designers worked with the client to develop a comprehensive plan to complete the new installations.

To keep this large undertaking on-time and within budget, Vixxo developed rigorous quality controls, service level agreements (SLAs), and reporting tools.

From the outset of the project, progress was constantly monitored and reviewed. Learnings from the ongoing installations were leveraged to streamline subsequent sign replacements.

## Results Delivered

 **3,800+**  
signage updates  
completed

 **121**  
installations per  
week (avg.)

 **14**  
member Vixxo  
project team

Vixxo completed the signage and exterior rebranding project on time and on budget.

The local agencies now had branding consistent with the parent company, allowing them to more fully benefit from the national ad campaigns.

Additionally, Vixxo participated in a client-sponsored Kaizen event to help them refine their internal processes related to rebranding initiatives.

*“Complex, multisite signage projects are exactly what we excel at. Managing over 120 sign installs per week over the course of this project was no small feat. Our hands-on approach kept the project on budget and on time.”*  
- General Manager, Vixxo Sign and Lighting

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