SANCTUARY CARE - NATIONWIDE SIGNAGE REBRAND

COMMUNICATIONS
DESIGN
PRINT

The Brief
To install new and updated livery to 1200 active vehicles across Scotland, England and Wales.

The vehicles are used daily by operatives with booked in work and commitments. The vehicles needed to be taken off the road for the minimal periods to minimise disruption to the fleet, client and operatives working day.

Challenge

- To work through Sanctuary's database of vehicles and contacts to book the vehicles in for fresh livery.
- To provide quotations.
- To provide artwork and proofing services.
- To plan installations across multiple sites per region.
- Book a minimum of 5 vehicles per day at certain time slots.
- Ensure the operatives are aware of the needs prior to arriving onsite, including having the vehicle washed and adhering to the allocated timeslots.
- Installation and photography.
- Provide imagery to Sanctuary for sign off of each vehicle.



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The Challenge

Stephen Gibson Signage Specialist project managed the whole scheme. His priority was to ensure all components were in place to ensure the smooth and effective completion of the scheme. The project was worked region by region through close liaison with regional managers and operatives at all times to minimise inconvenience to the vehicle users.
Key priorities were adhering to agreed schedules, maintain effective communications and guaranteeing production quality and the highest calibre of service delivery. To this end we laid out 4 key points of service:

- Installation and photography.
- Installation and photography

Project Management

Planning was immediately started as we worked through each region.
Stephen Gibson took on a lead role in making the contact with managers and operatives, we then began to book in each vehicle with the operative at a designated location for a suitable time, ensuring we covered the clients request to have at least 5 vehicles per day booked in.

Production

Once we had provided the vehicle outlines to Sanctuary, they then provided the artwork for each type of vehicle.
We then produced the required number of each vehicle kit from the provided database ready for the installers to load onto the vehicles and take out in batches.
Production capabilities where upped to 24/7 shifts to ensure we met the demand and continues to provide other clients with our unrivalled services.

CDP

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Customer Care

All imagery was saved and sent over in batches to Sanctuary Marketing team for sign off.

If any amendments on livery were required, we planned these into a snagging list and then collated for amendments. Snagging numbers were minimal in the project and related only to vehicles with a glass rack on the side or had specific modifications such as blacked out rear window panels or specifically designed panel locks that interfered with livery.



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