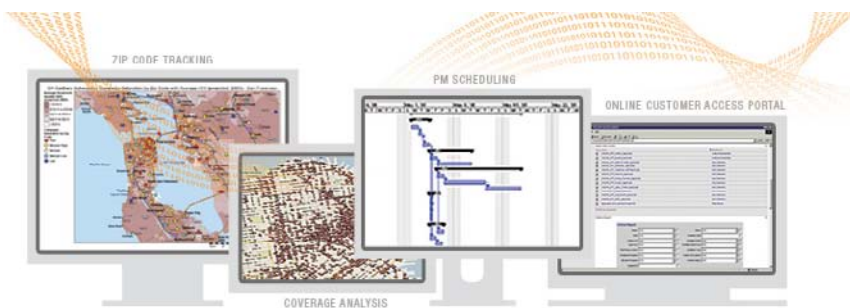


## The Company: AT&T

- Numerous telecom industry mergers and acquisitions required a nationwide and diverse rebranding effort
- More than 75,000 vehicles of all descriptions requiring new brand graphics
- Timeliness and top-quality rebranding efforts critical to AT&T Board of Directors

## The Challenge

- Specific regions required different graphic packages that still conformed to the national corporate identity standards
- Sophisticated logistic and strategic planning needed to keep fleet productive while meeting installation, quality control and deadline objectives
- Elements: Need for national brand execution that minimized impact of day-to-day operations; creating individual graphic designs for select AT&T regional needs; arranging graphic installations around complex fleet delivery schedules; ongoing updates to brand team through real-time online reports and analytics; handling critical-timing requests such as completing local fleet rebranding in August, Georgia area before start of national Masters Golf Tournament coverage



## The Result

- Continuous real-time installation progress and performance updates just a click away with our proprietary web-based tools
- Latest installation processes and sophisticated end-to-end project management
- Flexibility to quickly adjust to unexpected circumstances and special requests from AT&T top management
- Finished 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.