



How To Implement **A National Signage Program**



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For a big business that covers the entire nation, replacing or implementing new signage is a mammoth task. There are many reasons why your company might choose to update or replace its signs across the country:

- Mergers and acquisitions resulting in a rebrand
- A brand refresh – most corporate brands have a lifecycle of 7- 10 years
- A freshen up of your store design
- Replacement of old and tired signs

Whatever the reason, undertaking a major signage program can be a time- consuming, expensive and complex prospect. This white paper aims to give you a good understanding of the process, risks, resources and knowledge you will need to run a successful program - and where you can go to for help.



Meaningful Measurement

Ensuring meaningful measures are taken on all projects is important, and all too often companies base their performance indicators on things that are easy to measure instead of those that truly indicate success. Some organisations do not measure outcome at all, meaning it is impossible to define whether the rebrand worked or not.

A successful sign program will deliver some or all of the following key outcomes:

- **Brand consistency** – all of your stores are immediately recognisable and “on brand.”
- **Customer communication** – your customers will be excited about the new brand and its values and feel connected
- **Value for money** – did you invest in quality products that will last for the life of the branding, at the best possible market price?
- **Speed to market** – you must ensure no stores are left behind, and that the rebranding does not leave some stores seeming outdated for too long
- **Risk management** – you will need to manage and coordinate quality control, organisational health and safety, any work permits, permissions, certificates, defects and warranties.

So, you know what needs to be done, and how you are going to measure its success. Now, how do you go about getting things started?

Step 1: Get The Team Together

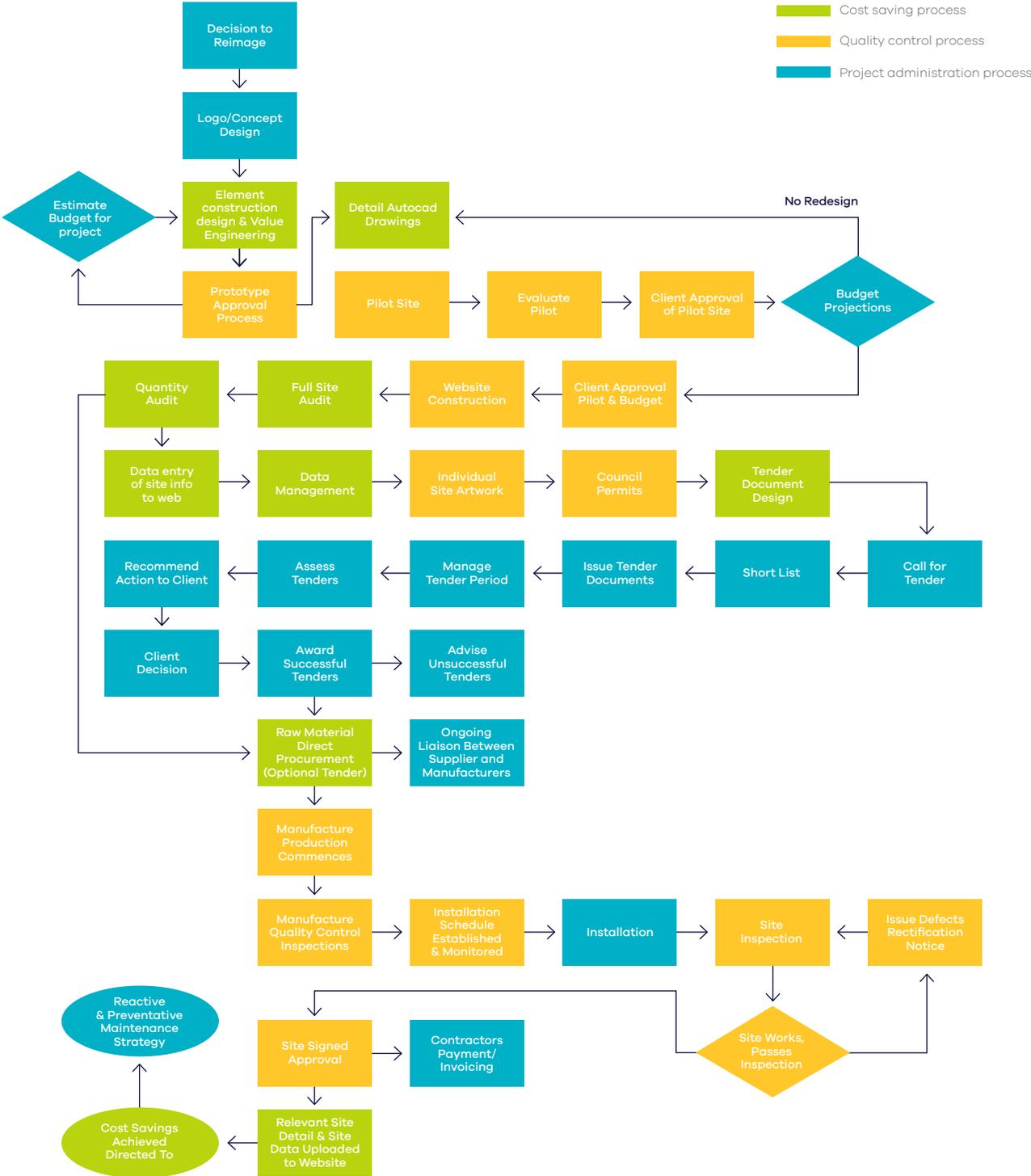
A sign program has many stakeholders, all of whom will have different vested interests in the programme of work. Here are some examples:

STAKEHOLDER	CARES MOST ABOUT
Brand/Marketing Manager/Design	Brand Consistency Effective design Presentation of the brand over the lifecycle
Property/Construction Manager	Easy of implementation Advice of best solutions Risk management Value
Facilities/maintenance manager	Lower costs for a tight R&M budget Speed of response Fewer outages
Procurement manager	Price Risk management Ability Accreditations

If you can form a team that includes these stakeholders from the outset, you can ensure that the whole company's goals are defined and understood from the get-go. This will help you to avoid costly, and time-consuming delays as the project unfolds.

Step 2: Understand The Process

The diagram below shows a typical process for a national signage program. This model is much like a mini construction project at multiple sites, each requiring many different processes and skilled resources to be coordinated to achieve a successful outcome.



Step 3: Set Out Some Standards

Once the team has been set up with the right mixture of experts, operational staff and stakeholders, you should arrange an initial team meeting to:

- Set the collective project goals
- Decide how long the new brand will need to last
- Set a preliminary time line for activity
- Set a preliminary budget
- Allocate resources – both internally and externally - to run the program

There are several major areas where you are at risk of failure during your sign program. Knowing what they are, when they can occur and how to mitigate them goes a long way towards effectively delivering a successful program.

- **Component selection** – make sure that you choose components that are proven in the marketplace and have a comprehensive warranty, and are fit-for-purpose
- **Quality assurance and control** – check that you are getting exactly what you have specified
- **Council and Landlord approvals** – most signs require planning permits and a building DA, both of which require formal landlord approval
- **Engineering** – all structural components need to be certified by an engineer
- **OH&S** – Signage installations may need council space occupancy permits, road traffic and/or pedestrian management measures, overhead or underground power works permits, to name a few. SWMS and JSA's are required for every installation.
- **Electrical certification** – All electrical work needs to be certified by a registered electrician
- **Document management and communication** – Ensure that everyone has access to the latest information at the right time

Step 4: **Identify Skills Gaps**

Not all of the skills you are going to need will necessarily be available to the implementation team. When deciding to run the program using internal resources or to seek a specialist consultant to help, you should ask yourself the following questions.

- Do I have spare internal resources that could work on this project?
- Do they have specialist knowledge in the design, manufacture and installation of signs?
- Do we understand the risks associated with a project of this type and how to mitigate them?
- Do we have relationships with a network of specialist resources required to deliver the project?

Some of the other resources that you may need to call on as needed are:

- **Designers**
- **Engineers**
- **Procurement specialists**
- **Auditors**
- **Project Managers**
- **Manufacturers**
- **Town planners**
- **Licensed Builders**
- **Installers**



Step 5: **Source Your Signage**

Most companies have a sign company that they use regularly, but including this company too early on in the process can stifle the project delivery through limited capacity. It also reduces your opportunity to go to the market to achieve the best value for money. Only once the project planning, design, permitting and scope of works have been completed, will you be in the best position to choose a sign supplier. When the time comes, you should go to the market as well as asking your incumbent supplier to tender for the work.



Get Help From SignManager



SignManager are independent consultants who help large corporations improve the way they manage their branded assets across all their stores and facilities.

Some of the benefits of outsourcing your sign program include:

Brand And Marketing Managers benefit from a single point of control to ensure the brand is consistently applied across their national and international presence. You may also wish to set up systems to manage the brand throughout its lifecycle.

Property And Construction Managers benefit from having a single point of contact to assist their team. This can provide expertise, a national network of resources, and access to specialist systems to make implementing signage projects simpler. They will also see improved quality control processes, better risk management, a more flexible supply chain and achieve the best market value.

Facility Managers benefit from quicker response times from a national network of service-providers and lower costs through the intelligent use of asset data and mobile tools.

Procurement Managers are empowered to achieve the best market value for their full Capex and Opex budgets.

SignManager provide a mechanism for a competitive bid process for 100% of the spend, rather than just the 60% made up of standard products and services. We can also help you cut costs through improved product design, better buying behaviour and strategic spend analysis.



If you'd like our help with a strategy to better manage your signage and branding requirements, simply email us at info@signmanager.com.au

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