

## Call in the experts: Consistent Signs

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Outsourcing signage project management has become popular as companies struggle to manage their branding and signage liveries in the built environment. Much of the growth in this industry sector can be attributed to the trend in reduced brand life cycle. Whereas in the past the typical brand life cycle may have been 15 years, recent trends have seen corporations embark on rebranding exercises every five to seven years.

The Australia Post brand remains one of the nation's most ubiquitous and widely recognised corporate brands. Like many other large organizations, it had adopted a fragmented approach using multiple sign contractors and had no processes in place to ensure that they were maintained and replaced as new brands rolled out. Australia Post made the decision to outsource signage project management following a number of problems including:

- Inconsistencies in branding – branding and signage was managed differently in each state
- No rebranding program in the past 10 years meant most of the branding in the retail environment was out of date;
- Structures in poor conditions, numerous ageing signs, cluttered retail environments; and
- Branding strategy not clearly communicated across the business.

National manager – major project and construction for Australia Post, Peter Bowden, says the move to outsource branded asset management has dramatically improved management of Australia Post's signage asset portfolio, whilst achieving significant cost efficiencies.

Signmanager specialises in signage project management with a network of more than 2000 specially selected contractors across Australia, New Zealand, US and more recently China.

Signmanager [www.signmanager.com.au](http://www.signmanager.com.au)

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Signmanager is a consulting company that specialises in signage project management. We assist corporations in managing national roll-outs, reimagining, rebranding, maintenance and repair programs. Our primary objective is to maintain brand image consistency for our clients, at the best market value through the brand's entire lifecycle.

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