

THE ENGINEER'S BRIEF

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FARMERS INSURANCE BRANDING PROGRAM

VMS is pleased to announce the partnership with Farmers Insurance for the corporate branding of their fleet of claims vehicles. Farmers Insurance Group of Companies, is the country's third-largest writer of private passenger automobile and homeowners insurance, servicing more than 15 million customers. Based in Los Angeles, California, they operate in 41 states.

Marketing Strategy

Farmers Insurance goal was to make their name more prevalent in the marketplace and chose to utilize their fleet of over 6,000 vehicles. Doing this would put the Farmers Insurance name in front of the consumer daily. Recent studies have shown that locally driven vehicles can receive up to 16 million impressions per year and 29% of consumers surveyed said they would base a buying decision on the impression they received of a company displaying vehicle graphics. A vehicle-branding program can cost only pennies a day compared to print, billboard or electronic advertising.

Graphic Design Development

Farmers Insurance came to VMS knowing they wanted to use their corporate logo on 4 different vehicle models available in a multitude of colors. Gary Dunham, Claims Administration Manager, was open to our feedback and

Gary Dunham said, "VMS was a valuable resource that made the project implementation a huge success."

we went to work on feasible applications. With VMS involved in the early design phase of the graphics it allowed us to take into consideration manufacturing capabilities, concerns, and material yield, all of which greatly impact the cost of the decals and a vehicle branding program of the size they were considering.

Our goal was to develop a sharp image with "pizzazz", which could be used on the 4 different vehicle models available to the claims representatives. Our graphics department created 4 designs and provided color layouts of each of the designs for the vehicles. Farmers Insurance selected 2 of the designs; with the choices narrowed down, we supplied them with working prototypes to apply to the vehicles to gain a better visual of the design. This made the approval process much easier for Farmers Insurance executives and a decision on the design was quickly made.

The Result

After finalizing the designs in mid-August VMS began manufacturing. We successfully produced, individually kited, and shipped over 4,500 kits nationwide within 6 weeks to meet Farmers Insurance aggressive rollout schedule. The kits contained a double-sided color instruction sheet for application, and 8 individual decals. The remaining kits are set up as an inventory management program and VMS will ship as directed over the next 12 months. All of the employees at VMS are thrilled to have had an opportunity to work with Farmers Insurance and look forward to seeing them grow!



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