

How a Major Petroleum Brand Reimagined 6,000+ Sites With Big Red Rooster Flow

CASE STUDY

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“The Big Red Rooster Flow team are great brand advocates. They treat our brands, customers, and suppliers as their own.

They try to make our imaging process as efficient and as effective as possible. We're happy with the results that they've delivered.”

About this case study: Our client is a major petroleum brand that markets fuel and lubricants through branded and unbranded locations in the United States. We have happily accommodated their request to anonymize all names & places.



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Results

57%

reduction in the time it takes to brand a site

Solution

Big Red Rooster Flow Provided

- Custom solutions to challenges in the imaging process
- A one-touch imaging process
- Custom ordering site and project managers
- Project tracking and forecasting

Challenges

Reimaging 6,000+ locations within a tight deadline

A major petroleum brand wanted to reimagine all the 6,000+ locations in its branded network.

The Manager of Brand Image was tasked with rolling out this large scale project and completing it on time and on budget while maintaining brand image standards.

However, the process of branding a new location was complicated, time-consuming, and prone to errors. The major petroleum brand's retail site customers had to order imaging components from 8-9 different suppliers and hire contractors to install the materials.

Sometimes, retail site customers would get 'creative' and purchase substandard materials from unapproved manufacturers that couldn't hold up to weather changes. The company often found faded, broken, or peeling branding components during routine inspections.

These branding challenges made it difficult for the brand to maintain brand consistency.

When the company's leadership challenged The Manager of Brand Image to complete the reimaging project in three years instead of five, he realized that the company needed a site branding partner.

So, the company approached Big Red Rooster Flow.

“Branding a site was challenging. Our process wasn't efficient and we weren't getting the quality that we wanted.”

Solution

A competent end-to-end imaging partner

When the major petroleum brand engaged Big Red Rooster Flow, they found a partner who became an extension of their branding and marketing team.

First, the Big Red Rooster Flow team analyzed the brand's imaging process and proposed an end-to-end solution that would eliminate procurement headaches for customers while ensuring that the company maintained its brand integrity.

Big Red Rooster Flow developed a program to manage the image rollout at each site, which included a dedicated project manager for each account, as well as a custom technology solution to place orders and track the progress of sites throughout the imaging process.

Thanks to clear timeline KPIs and an alert system, the Manager of Brand Image has total visibility into the progress of every project. Big Red Rooster Flow also held quarterly forecasting meetings that enabled the company's projects to be completed on time.

“Big Red Rooster Flow provides project management services from beginning to end. They procure imaging materials, work with local contractors during the installation process, and send us pictures to confirm that our image requirements have been met.”

Result

57% decrease in the time it takes to brand a site

By partnering with Big Red Rooster Flow, the major petroleum brand has transformed a complex imaging process into a streamlined system.

Today, the Manager of Brand image is confident that the company's brand identity is consistent across its 6,000+ locations.

The major petroleum brand has completed its mega re-imaging project on time, on budget, and on brand . Because of the efficiencies created by Big Red Rooster Flow, the major petroleum brand has reduced the time it takes to brand a location by 57% .

With sites going up faster and with better branding, the major petroleum brand has experienced an uptick in fuel sales . The Manager of Brand Image recommends the Big Red Rooster Flow team because they are a caring, competent, and a committed partner.

“Before Big Red Rooster Flow, our branding process was a competitive disadvantage. Today, it's a competitive advantage that helps us secure new business from new and existing customers. One of our customers said our imaging process is best in class in our industry

Contact Us



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