

Redesigning the customer experience



The goal was to reinvigorate the classic Avis brand with fresh energy and warmth, bring Avis’s promise of “we try harder” to life, and set Avis apart from its biggest competitor’s cold, impersonal image.

Environmental Branding
Brand Conversion Program
Facility Surveys
Site Signage Design
Bidding and Sourcing
Program Management

Avis is one of the world’s best known car rental brands with approximately 5,200 locations in more than 165 countries. Faced with a very competitive industry and rapidly changing technology, Avis chose Monigle to develop a program to revitalize its image. The program centered on a holistic redesign of key customer touchpoints, including retail facilities, environmental graphics, interior and exterior signage, small site structures, and product identification.

Environmental
Branding and
Program Management

MONIGLE



Leveraging Brand Equity

Redesigning the customer experience involved leveraging the brand equity—earned through decades of use—and two of the brand’s primary elements: the Avis logotype and the distinctive “Avis Red” color. From the customer’s first experience at the check-in counter to the shuttle bus area and drop-off canopy, the dramatic use of red plays a key role in reinforcing the brand. Support colors were introduced to showcase Avis red and signal an upscale customer experience that says, “Everyone is welcome.” A rich burgundy is used as an accent color, predominantly associated with the *Avis Preferred Service* program. A warm champagne metallic color is used as an architectural accent, as well as a signal for Avis’s standard rental services.

Developing an Architectural Theme

Monigle developed a modern architectural theme for use in site structures in areas frequented by customers. For example, a weather-protective canopy on these structures incorporates a unique curved roof; this distinctive shape also serves as a wayfinding device for customers seeking Avis’s services. The structures have built-in signage to provide better customer service, including special maps to key freeways at the exit booth, a clock at the bus stop, and exit information at all decision points.

Achieving Brand-Building Goals

The Avis identity guidelines were updated and streamlined to keep the Avis brand fresh and its applications relevant. Design specifications were prepared to showcase Avis’s flagship offering, the *Avis Preferred Service* program, by elevating the customer perception at all *Avis Preferred Service* touchpoints. A key component of Monigle’s assignment was to create a three-tiered product identification architecture to highlight premier products and services for customers, identify traditional products, and clearly communicate business units and functional areas. Identification guidelines now provide a framework that achieves a two-pronged goal: helping customers understand core Avis differentiators while simultaneously building the Avis brand.