



Managing a large brand conversion

Bringing National City Corporation into the PNC Financial Services Group family represented a doubling of the PNC footprint—and a brand conversion that included the manufacture and installation of more than 26,000 new signs across 1,640 branches, ATMs, and office/administrative facilities over nine states. Because of our 40 years of experience with large conversions—and our proven ability to control costs—Monigle was selected to design and manage the entire national rollout.

Brand Conversion Program
Facility Surveys
Site Signage and ATM Design
Sponsorship Venue Rebranding
Bidding and Sourcing
Program Management
SignChart® and SignManager Software

**Environmental
Branding and
Program Management**

MONIGLE



From How to Wow

PNC was very sensitive to making sure there was as little interruption in their customer service as possible as they unveiled new signage in the marketplace. Monigle began bringing PNC's newly acquired facilities to life with an extensive supplier evaluation to ensure contractor capabilities were in line with the required project needs. Alongside this review and other preemptive steps, Monigle's proprietary project management software, SignChart®, tracked every specification, cost, milestone, and metric to guarantee a smooth implementation through this complex conversion process.

Up to the Challenge and Then Some

Managing the brand conversion at 1,640 branches and facilities and 1,525 ATMs in over nine states has its own demands. But when you factor in environmental variables like winter and tornado touchdowns, the task gains even more complexity. Monigle managed the expansive rollout in four phases over 76 weeks to dodge environmental hurdles. Prepared and poised for anything Mother Nature could think of, Monigle's success was clearly proven with market verification in every state.

Collaboration Creates Success

An integral part of Monigle's process is collaborating with all those involved in the project from the top down. In the case of PNC, Monigle's team coordinated buy-off from individual retail market managers for their final approvals before

sign packages were sent to real estate managers for review. Complex variance process hearings were also a part of the process, which Monigle managed to ensure approvals aligned with the schedule and brand.

The Rewards of Efficiency

Monigle's value engineering and competitive bidding process resulted in huge cost savings for PNC—more than \$8 million. Beyond the cost savings from intelligent project management and coordination, ongoing costs were reduced through new LED-illuminated signs. Energy consumption fell 62% on average for all channel letter signs while improving display integrity and maintenance expectations.

From Mergers to Maintenance

Monigle continues to work on all aspects of PNC's branded environments. In addition to managing the brand conversion for PNC's acquisitions, Monigle handles signage design for new construction and renovation of existing sites. Monigle also provides ongoing maintenance program management—everything from replacing burned-out lighting to repairing damaged signs—to keep all of PNC's brand assets in top working order. And finally, Monigle developed the PNC Signage Manager System, an online tool to provide information, guidelines, and policies for real estate managers to ensure the brand identity is presented in a memorable and cost-effective manner, resulting in a strong brand image.