

# CASE STUDY

# BUDGET RENT A CAR



## WHEN

2000 - 2004

## OUR CLIENT

Budget Rent a Car International Inc. controls US-based Budget Rent a Car's worldwide operations outside of the Americas.

## WHY THEY CAME TO US

Controlling a brand identity across a network of 3,200 rental locations in 120 countries has its challenges. Budget turned to Page Nine to codify a series of brand guidelines that would aid its in-country marketing teams to produce brand consistent promotional materials, whatever the media.

## WHAT WE DID

When given the brief we advised Budget that, rather than produce a traditional paper-based manual, it should develop its graphic standards guide as a web-based tool.

Making the graphic standards guide available online would ensure that the worldwide marketing teams had access to the latest materials and provide them with the ability to download templates of current artwork for different types of promotional material, ensuring not just consistency of presentation but a significant reduction in artwork costs.

Working with country teams to ensure that the online guide met all of their requirements and was produced in formats accessible to all, the guide was launched in April 2001.

## HOW IT WORKED OUT

Having launched the online graphic standards guide, and having had a strong positive response from its in-country teams, Budget realised that the principles behind the guide's success - ease of communication, instant sharing of knowledge, and consistency of approach - applied equally to service delivery. With this in mind, Budget asked Page Nine to extend the guide platform into a broader 'extranet' - providing network locations with access to a range of key operational, customer service training and public relations resources through one secure source.

Working with interested parties as we had throughout the graphic standards phase, the extranet went 'live' in November 2001.

**"Page Nine's way of working with us enabled us to go far beyond what we thought possible. What they did for us gave us immediate access to valuable set of tools. They're intelligent, creative, responsive and cost effective - that makes for real added value."**

Roeland Moens, VP Marketing and Sales

