



**Rolling out the beer
truck decals for over 500
MillerCoors distributors.**



modagraphics

we move brands

It's a daunting job. One that might drive a lesser person to drink much of one's product. But for Sandy Gallo, Fleet Supply Manager for beer giant MillerCoors, riding herd over the fleet branding needs of more than 500 distributors is a task tightly in control of her reigns. Surprisingly well so, considering Gallo also has responsibility for managing all the promotional needs for MillerCoors field marketing managers in the Northeast and all national chain accounts.

Her answer on how all those promotional and distributor fleet needs get met to great satisfaction: "I don't leave anything open to guess work."

"From my perspective," Gallo elaborated, "the most helpful and useful suppliers are those who provide me with clear, concise, complete, accurate information when I request it."

It's this need that explains the purpose and ordering simplicity of the website their fleet branding source, Modagraphics, built and hosts to handle vehicle graphics for MillerCoors' 500-plus distributors located across the country.



MAKING MILLERCOORS THE PREFERRED FLEET BRANDING CHOICE.

“All of our distributors are contracted to brand a certain percentage of their fleets with MillerCoors graphics, but they’re independent businesses who carry other beer brands and products as well. So to get them to decorate more of their trucks with our graphics, we need to make our offerings attractive, affordable, easy to order and timely to get.

“You have to understand, a distributor’s job, and those of its trucks, is to deliver beer. So to minimize off-the-road and off-the-job time, we have to coordinate any rebranding to when their trucks are scheduled for servicing. Decals have to be produced, delivered, waiting, and be easy enough to be professionally installed in a day, two days max. For this we rely on the website,

a strong knowledgeable support team and Modagraphics’ ability to produce and deliver the goods.”

Over the eight-plus years Sandy Gallo and MillerCoors have been relying on Modagraphics, the site has evolved with simplicity and efficiency. “There’s not a lot room in the ordering process for a distributor to make a mistake,” says Gallo. “Everything a distributor needs is there for ordering, delivering and follow up. And that has taken a massive load of work off my shoulders.”

As to specifics, the site offers a wide range of decals, full vehicle wraps and replacement parts for the company’s 25 beer brands. From 53’ trailers to box trucks, stake trucks, vans, pickup trucks, sedans, party trailers, wind skirts and custom needs, the offerings are virtually endless, but the ordering is so simple that visits rarely last more than 20 minutes.



THE RIGHT TEAM FOR THE JOB.

“Helping the process,” says Gallo, “is the solid team Modagrafics built, my MillerCoors team. They’re knowledgeable. They know my fleet program. They know my distributors. They’ve learned to think like me, so when they talk to my distributors, they don’t speak in Modagrafics terms, they speak ‘MillerCoors Fleet.’”

Leading the Modagrafics team is Business Development Manager Betsy Carlson. She’s assisted by Customer Relation Manager Valerie Consoer-Wachter and Account Manager Renee Sly.

“Every quarter we do a performance management review with the whole team,” says Gallo. “Putting aside a full day, we go through everything that went on during the past quarter, good and bad. What worked, what didn’t and what we need to do differently. We stress the importance of being clear, concise and timely. Most importantly, these reviews reinforce the need to think and talk like a MillerCoors person. The end result is hands-down one of the strongest, full process systems on how to do things, who does what and who backs up whom.”

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Sandy Gallo, Fleet Supply Manager, MillerCoors



THE ADVERTISING VALUE OF VEHICLE BRANDING.

Not lost on Sandy Gallo and MillerCoors is the value of vehicle branding as an advertising medium. “Think about the exposure all those vehicle wraps bring to our brands. They’re not stationary like billboards, they’re mobile. Every day from 5:00 in the morning to 6:00 at night, all those distributor trucks displaying our brand messaging are moving up and down thousands of city streets exposing our messages to millions of people. Not only is it impactful, it’s tremendously efficient.”

“That’s why, if there’s going to be a new brand introduction or a shift in marketing, fleet is one of the first things included in the process. Our decals are quick and easy to update because we’ve made it that way with Modagraphics understanding of what’s needed and how to execute those needs. Because we’re

in a very competitive business, Modagraphics also understands the importance of maintaining strict confidentiality during the production phase prior to introduction.”

UPHOLDING DISTRIBUTOR PRIDE.

“Distributors are very proud of their fleets. Their trucks are representative of their businesses, not to mention our MillerCoors brands, so they’re well maintained and cleaned often. It’s why we set up a special parts replacement program,” explained Gallo. “Suppose in the course of delivery, a tree branch scratches and mars two panels of the truck’s decal. Rather than having to buy an entire new decal, a distributor can go to the Modagraphics/ MillerCoors site and buy only the panels needed to replace the damaged area. It’s a great program. One that got our distributors very excited when it was first introduced.”



TURNING FANS INTO CUSTOMERS.

Something else that gets MillerCoors distributors excited is their ability to customize their graphics for local appeal. A prime example is what their Columbus, Ohio, distributor experienced. For its market that lives, breathes, eats and drinks Ohio State football, the distributor decided to outfit two of its trucks with special Ohio State football graphics on the sides, and the team's schedule on the rear. On the very first morning of the first day on

the road, a driver of one of the trucks returned to his vehicle after making a delivery and discovered a group of fans taking selfies in front of the Ohio State themed MillerCoors truck. Within five weeks, eight of the distributor's trucks were Buckeye branded.

That's the power of the MillerCoors fleet branding program as executed by Modagraphics.



RISING TO A LOGISTICAL AND CREATIVE CHALLENGE.

Since independent trucking companies deliver beer from MillerCoors breweries to their distributors, these contracted fleets are not branded by the beer company. But when Miller Chill, the lime-flavored beer was introduced in 2007, an aggressive marketing plan decided to lease the rights to wrap approximately 125 of these independent semi-trailers with Miller Chill graphics. The logistical challenge was anything but easy for Modagraphics who had to deal with three different carriers

and determine what trailers would be wrapped and where. A wide variety of trailer sizes also meant that no standard decal size could be printed. As an added challenge, Modagraphics was tasked with the design and created one of the first 3-D wraps ever used for fleet branding. The sides featured a Miller Chill bottle that looked like it was hovering in mid-air, while the rear created a 3-D impression that one was actually looking into the inside of a truck loaded with cans and bottles of Miller Chill.



ABOUT MODAGRAFICS

Founded in 1973 and located in Rolling Meadows, Illinois, a northwestern suburb of Chicago, Modagraphics has evolved from a small operation to become a leading integrated marketing and manufacturing company as a one-source, full-service provider of custom solutions for fleet graphic branding, OEM decals and retail/POP graphics. For more information, call (847) 392-3980 or visit www.modagraphics.com.



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5300 Newport Dr. Rolling Meadows, IL 60008 | 847.392.3980 | modagraphics.com

