

The Importance of Maintaining a Brand Image: The Potential Role of Company Vehicles

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This white paper will help you better understand that branding is a broad-based endeavor employed to enhance business value. Brand identity is communicated by word of mouth, through employees and customers, and via print materials and websites. In addition to these conventional techniques, a company's fleet of vehicles can be an effective platform for presenting the business' brand image.

Brand management is a basic business practice that has been employed historically in consumer and packaged goods industries. This practice is now being adopted by companies in many other industries. But what is branding? Essentially, it is a consistent and broad-based focus on the image, value, and positioning of your products and services. The goal of effective brand management is to arrange these variables to maximize long-term sales, profitability, and firm value.

One often overlooked way to extend the reach of your brand is the effective use of your fleet.

In today's marketing-driven society, all aspects of the firm intersect to establish and maintain the image of your business. Your company's brand identity is communicated visually, in a variety of diverse ways, including your webpage, print material, word of mouth, and storefront. A uniform 'global touch on brand' can strengthen the firm's image.

The 'global touch' of brand identity also extends to your firm's vehicles. Each vehicle is a rolling billboard by presenting your firm's name and logo in a professional manner. In this respect, your vehicle is an integral part of your company's brand identity. The image of your vehicles can be effective in "pre-selling" your product or service and it can help to differentiate your company from competitors.

An effective method to ensure your fleet of vehicles is conveying the proper image is to implement a disciplined replacement cycle of your fleet. From a financial perspective, a well-managed replacement cycle can help your company achieve the maximum return on investment. This can be achieved from avoiding excessive out-of-warranty repair costs, avoiding fuel economy degradation and avoiding frequent breakdowns and lost revenue due to missed appointments while vehicles are out of service. In addition, having a quality fleet can enhance vehicle pride. This in turn can thus improve driver satisfaction and safety, which can translate to fewer accidents and injuries, less downtime, reduced absences, and fewer worker compensation claims. However, managing even a 15 vehicle fleet appropriately can almost be a full time job dealing with replacement cycles, maintenance and repairs, emergency roadside assistance, implementing proper cost controls, etc. Building a business has plenty of challenges and risks without the distraction of managing your fleet. There are a variety of outsourced vehicle solutions providers that can provide a proactive, consultative approach to helping your business improve the image of your fleet and save your company cash, time and headaches.

In summary, brand management, which is a consistent focus on the firm's image, is becoming a necessary consideration for all businesses. One very visible aspect of brand management is the vehicles operated by the firm. Vehicles act as moving bulletin boards and can extend your firm's brand identity and your firm's value. In addition, there can be financial benefits to outsourcing your vehicle program.

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