

Solutions

Challenge

Detroit-based Jackson-Dawson Communications had only three weeks to launch a mobile training program for Ford dealers in California – a key element in a national sales push by the automaker scheduled to reach 180 Ford dealers and some 3500 Ford sales consultants in California in 90 days.

Solution

Jackson-Dawson turned to Colored Ink to print and install vinyl on a specially modified 45-foot bus in only four days. The installation included in-facing images of Ford trucks on the bus windows to enhance the training environment.



Outcome

As it moves from city to city up and down the California coast, visiting 3-4 dealers per day, the bus not only serves as a mobile billboard for Ford trucks, but makes a big impression at the dealer level as well.

“The bus has a huge impact when it rolls in,” said Jackson-Dawson Senior VP Randy Erickson. “The F-150 graphic on the side is 10-feet tall. It helps drive home the point that Ford is the leader in selling trucks.”

“The team at Colored Ink was our arms and legs 2,000 miles away from Detroit and made us feel like their offices were just across the street. I now have a strong partner on the West Coast that knows how to respond quickly, efficiently and cost-effectively. And our clients at Ford would never guess this is the first time our two companies had worked together.



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