



## CASE STUDY

### Country Inns and Suites Brand Conversion

#### DID YOU KNOW WE CAN DO FACE-LIFTS?

#### Country Inns and Suites Does!

Don't worry this won't take a scalpel! But it does take precision planning, budgeting and execution to get the job done leaving your brand fresh and beautiful! Country Inns and Suites underwent a full brand transformation at the hands of The InSite Group, check out how we did it!

#### THE PROJECT

Country Inns and Suites (CIS) is a privately owned, leading hotel company with more than 1,370 hotels in operation. As a leader in the upper midscale hotel segment, they cannot let their brand and image lose its appeal. When they were ready to launch a brand conversion on 470 of their locations across the U.S., The InSite Group was called in to manage the project.

#### OUR PROCESS

- The InSite Group first provided a detailed site inspection and survey to assess each location requirements, then custom built a database for future reference.
- We designed a family of sign graphics with site specific engineering to maximize on visual appeal and minimize budget, while staying within the code and permitting standards.
- Using our proprietary web portal SytLogic, CIS had access to all site photos and documents as they were completed to ensure the installations were on time and performed with quality.
- To ensure consistency in quality at each site, we managed the manufacturing and installations with periodic on-site inspections. We were also able to capitalize on our vast negotiating power with vendors and installers so we were able to keep customer costs down.



#### CLIENT IMPACT

- The InSite Group's competitive bid management process generated lower pricing which resulted in a savings of 15-20%.
- We managed and executed installations on 470 sites, meeting 100% of the strict grand opening deadlines dates.
- We were able to provide CIS with consistent branding across all locations nationwide, giving them peace of mind and confidence; they continue to be a loyal customer.