



Quality Project Management, LLC  
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## PROJECT SUMMARY



**TOSCO**

### Rebranding – TOSCO (Now ConocoPhillips)

#### The Project

TOSCO, now part of ConocoPhillips, needed consistent implementation of its new branding in 500 store locations, including developing signs, graphics, paint and other imaging materials and implementing them seamlessly – in just one day. QPM was hired to manage this process from inception to closeout and ensure that all stores reflected a consistent, correctly implemented brand message.

#### The QPM Solution

QPM developed a custom solution to TOSCO's needs that began with identifying a branding strategy based on marketing data. Then QPM:

- Developed a standard scope of work to apply to each location
- Surveyed each location to refine scope based on the individual store
- Hired designers and permit expeditors
- Sourced image vendors to furnish imaging materials (signs, graphics, paint, etc.)
- Sourced and procured contractors to install image items
- Provided onsite representation and quality control during the rebranding
- Assisted with the change over
- Managed the punch list and closeout process

Not only did QPM manage the entire process, but we also developed a process

that would keep the new brand hidden from the general public until a specified launch day when the electronic point of sale was switched over to the new system and image components were uncovered. In addition, QPM ensured the project met gasoline sales regulations regarding product names and price postings.

## Results

QPM delivered efficiently and on time, applying a standard brand image to mostly nonstandard facilities to ensure the brand was appropriately reflected in all stores. All 550 projects were completed and fully closed out within a 10-month period, allowing Tosco's executives to focus on the next acquisition.

## More Information

For many more examples of QPM's experience with projects like yours, visit [www.qpmlc.com](http://www.qpmlc.com) and click on "Projects".