



Quality Project Management, LLC  
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## PROJECT SUMMARY



### Temporary Signage Rebrand – JPMorgan Chase

#### The Project

After the business acquisition of the Washington Mutual banking locations, JP Morgan Chase (JPMC) determined a Rebranding Initiative was needed to temporarily rebrand signage at (708) properties in California by March 30, 2009, which included branch, mid-rise, high rise and downtown locations.

JPMC engaged QPM to provide Project Management Services overseeing the signage changes while adhering to a tight work schedule – only 90 days – to complete the rebranding while the sites were still handling daily operations and customers.

#### The QPM Solution

After meeting with JPMC and understanding the stringent timeline and the temporary signage package, the QPM project team determined a two phase approach, running concurrently, was needed to meet the tight 90 day timeframe:

##### **Phase 1 – Landlord Approvals**

QPM immediately began the certified, mass mailing to over (500) property landlords for approval of the temporary signage.

##### **Phase 2 - Permitting**

QPM was responsible for monitoring the signage vendors, as they worked through the permitting process for the sites. More notably, QPM also served as a resource in managing and negotiating any permit 'exception' locations where the local municipality was not approving the JPMC temporary signage package.

QPM was responsible for monitoring the signage vendors, as they worked

through the permitting, scheduling and fabricating portions of the project. Originally, (5) signage vendors were assigned to the project, however, one signage vendor went out of business, during the planning phase, and QPM successfully managed this elimination reorganizing the schedule.

Since the temporary signage permit timing was so varied, QPM introduced a sophisticated tracking report for the (708) locations which provided JPMC valuable timeline information on the expiration of the temporary signage permits. This tracking system also allowed QPM to successfully monitor over (500) punchlist items.

## Results

QPM successfully completed the temporary rebrand of all (708) California locations within the 90 day timeframe and exceeded JPMC's expectations.

The QPM branding process allowed JPMC to fully implement their changeover strategy for the market and due to the effective execution of this program, QPM was invited to continue providing Project Management Services for Phase II of the rebranding initiative - the permanent rebranding of the subject sites.

Based on the QPM project team's performance, two members of the QPM project team were invited to become embedded employees at JPMC to assist their internal project managers with other rebranding initiatives.

Additionally, JPMC selected the QPM Senior Project Manager to participate in the actual 'unveiling' ceremony of a rebranded site, which included media activity.

QPM's knowledge of JPMC's internal procedures and guidelines achieved the QPM goal of becoming a 'true extension of your staff' and providing above and beyond customer service to the client.

## More Information

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