

Citibank Re-Branding — Brazil

Brazil

Client

Banco Citibank S.A.

Value

US\$1,000,000

Completion

2003

Assignment

Program Management



Bovis Lend Lease, originally to manage the sign replacement in 106 branches within 45 days, managed the quality control for the production process. After an in-depth study of the Latin American branches, the scope of services was more clearly defined; to minimize costs, existing external framework was recovered.

Additionally, on-site visits with the client facilitated communications with both Citibank and local managers resulting in better problem saving techniques and subsequently, time saving. The logistical challenge of re-branding simultaneously within several Brazilian states was addressed and resolved.

Bovis Lend Lease managed the following:

- External Signage,
- Internal Signage,
- Electrical Retrofit,
- Production Quality Control,
- Installation Control,
- Site Visits,
- Scheduling,
- Cost Control,
- Logistics Planning.

