



## Successful Re-Imaging Project: *Pearson Auto Group*



### HUGE UNDERTAKING

Pearson Auto Group is a collection of signature auto dealerships in Central Virginia whose product lines include Infiniti, Lincoln Mercury, Honda, Mitsubishi, Hyundai, Dodge and Toyota. They were interested in elevating the Pearson brand in the minds of their customers. They instituted a large scale re-imaging project that included new showrooms, storefronts and signage at all eight of their locations.

- Regional group representing several national brands
- Wanted to elevate the “Pearson Signature” brand
- Integrated a single image over multiple locations

### COORDINATED EXPOSURE

“We wanted to put the Pearson name on equal footing with the national brands that we sell,” said Frank Pearson, President of the Pearson Auto Group. “Holiday Signs worked with us as a general contractor of signage, more or less. They waded through all the sign ordinances, worked with our general contractors and coordinated with the national sign companies to



maintain brand standards. With all the problems inherent with a project of this magnitude, it was helpful to be able to turn the signage part of our re-imaging over to Holiday. They took care of everything and the new signs look great.”

“Now our brand is getting exposure,” Pearson continues, “and our customers appreciate the connection between each of our locations. Holiday Signs played a big part in helping us reach that goal.”

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