



building trust. driving confidence.

July 5, 2021

Attn: Collision and Glass Repair Participants

RE: MD Collision & Glass programs: marketing and digital plans

Dear business partners,

I'm pleased to share that we're continuing to look at opportunities for increasing customer awareness of the ICBC Repair Network and our top performers.

What we're doing

This summer we're going to launch a digital and social media campaign to raise awareness of the Repair Network and the value of choosing a top performing facility.

ICBC is also working on a marketing refresh. More information and the new marketing materials will be available as early as this fall.

What does this mean for you

When you consider your options for Repair Network signage and advertising, you may wish to view the new design direction as a choice once it is available. The current Repair Network logo, aside from the 2020 Top Performer logo, can't be used beyond the 2023 expiry of your program agreement. The 2020 Top Performer logo is tied to the year (2020) so it will remain unchanged.

If you have updated to the current ICBC Repair Network signage, please email us (MDPrograms@icbc.com) the details (i.e. when it was updated and what was included).

We're committed to working cooperatively with repair facilities to benefit our mutual customers, including recognizing our highest performing partners. We will provide an update on our progress in the coming months.

Regards,

Greg Beauregard
Director, Material Damage Strategy and Programs