

### Case Studies | Ford RPP Warboards



**Opportunity:**

Ford Repair Product Planning Division wanted a tactical wall-mounted display to serve as a communications medium and highlight major projects.

**Audiences:**

Ford Repair Product Planning



**Solution:**

CPI designed a template and created the first generation of wall-mounted modular RPP Warboards. Boards were updated monthly. These boards included:

- Promotional campaign awareness
- 6 Sigma Program Updates
- PriceChek™ Regional Competitive Shopping
- Get-to-Know RPP Team Members
- RPP Cycle Plan
- Vital Few Metrics
- RPP in the Spotlight (progress highlights)



**Project Specifics:**

- Design and produce RPP Warboards.
- Establish an update processing system and complete fulfillment operation.



**Results:**

- The RPP Warboard Program has exceeded client expectations, winning CPI similar jobs in other Ford departments.

