Case Study: Biggie Billboards

Using web-to-print to sell custom billboards for advertising purposes

The idea: Offer custom billboards as a marketing tool

Biggie Billboards is an American printing company that produces custom billboards for installation on truck tailgates. The main idea behind their model: thousands of people see the back of a truck every day, especially in traffic jams.

Billboards installed on trucks seemed like a natural fit for high-impact advertising. They were right! Biggie Billboards has been a roaring success with its unique advertising model. Their clients use the Customer's Canvas design editor for ordering billboards online to promote their business or personal causes.
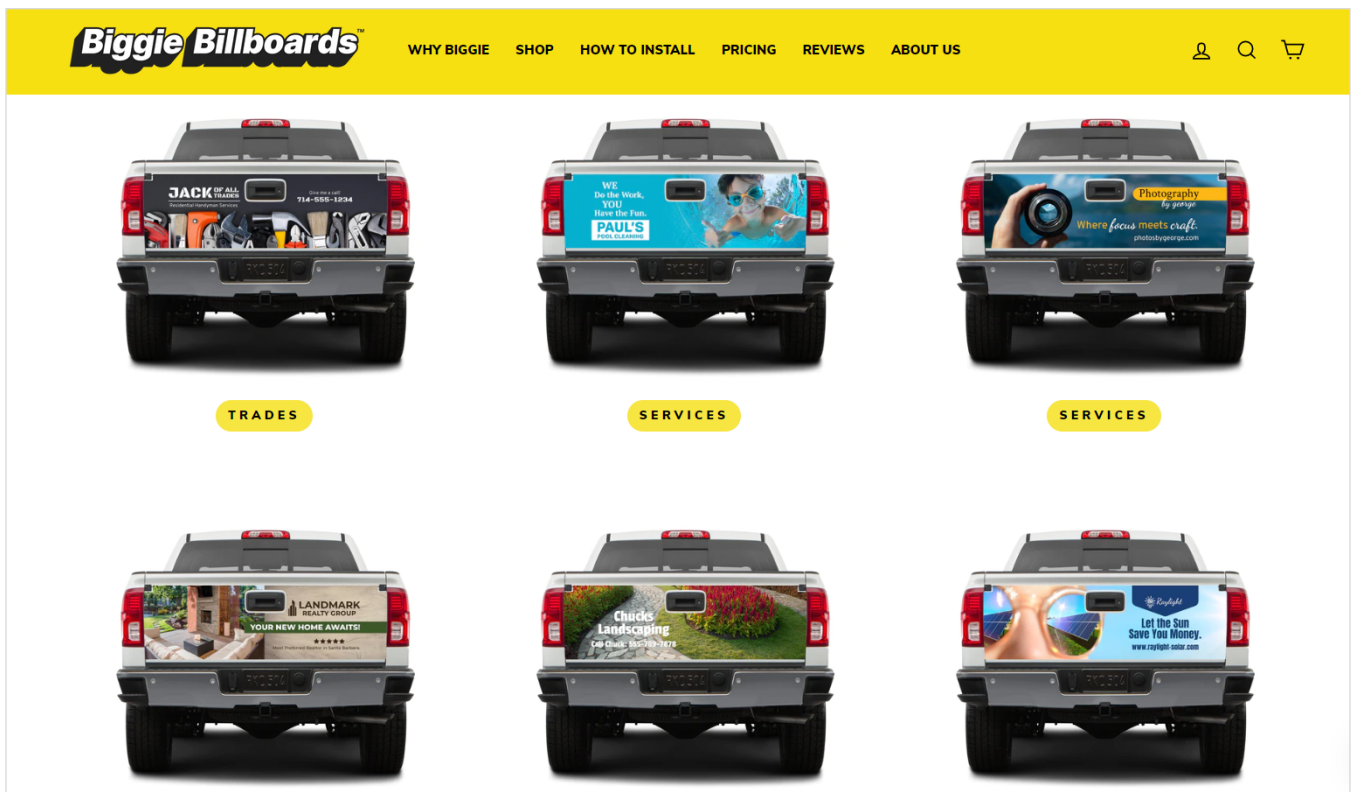

Biggie Billboards is an American company specializing in removable billboards installed on the back of trucks. They have a Shopify site that allows customers to choose a truck and design a billboard.

The challenge: The company needed something faster

The Biggie team tried to create a web-to-print solution by outsourcing developers, but the process was too time-consuming.
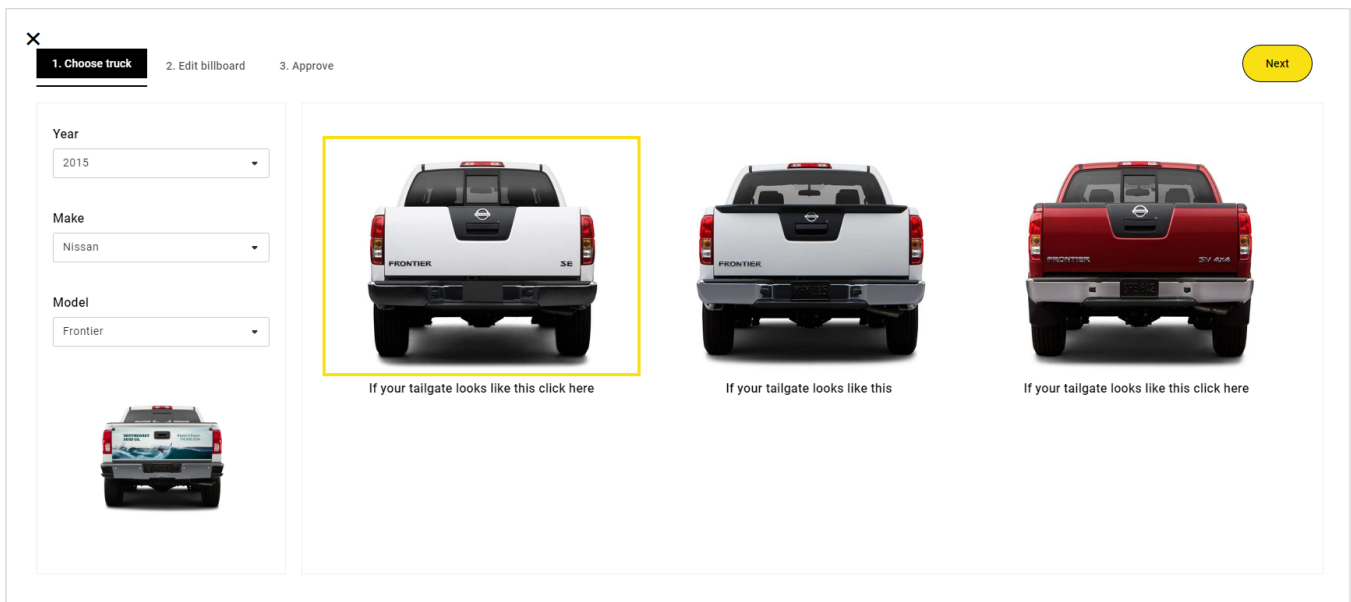

> *"We worked with developers for a long time to create a solution, but it was a very long process, and we needed something faster,"* - notes Brandy Parkerson, the customer experience manager at Biggie Billboards.

The solution: Billboard design editor integrated into Shopify

The Customer's Canvas team has extensive experience in developing software to meet the challenges of the printing industry. We created a W2P solution that adapts to any company's printing requirements. Biggie chose Shopify as its e-commerce platform. Customer's Canvas can connect seamlessly with Shopify, ensuring a smooth integration process.
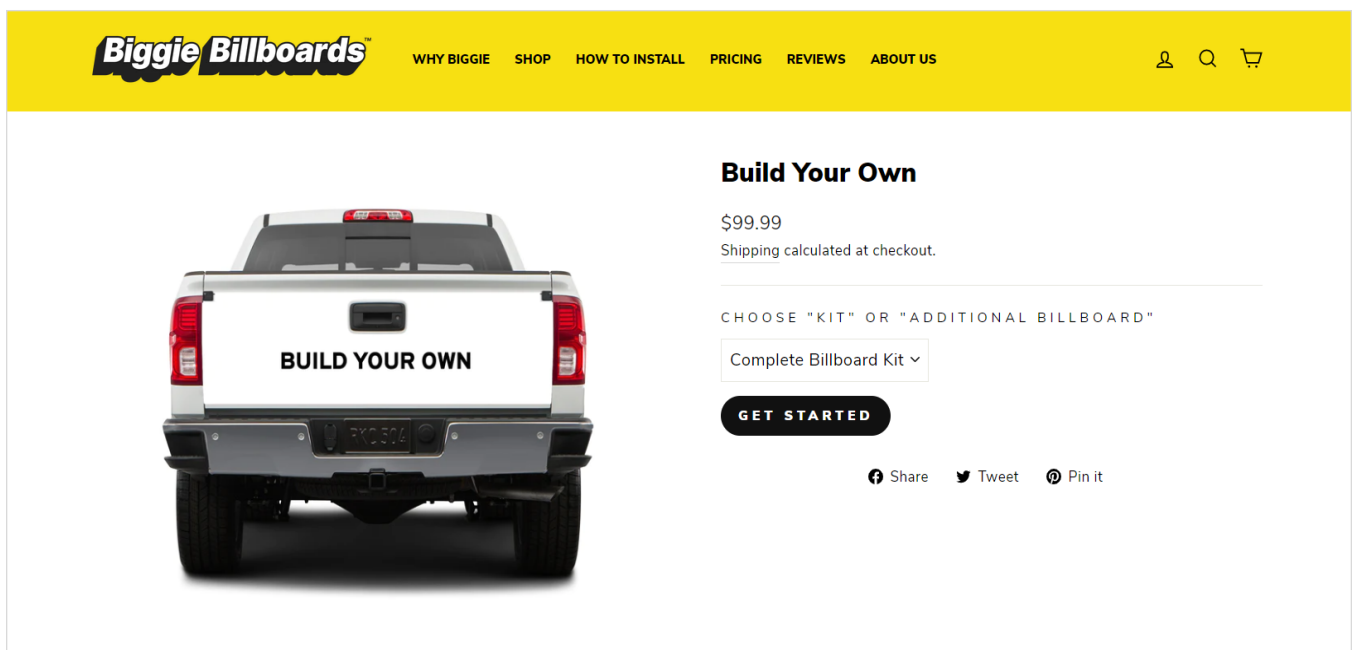
> *"The Customer's Canvas editor is what we were looking for, and Aurigma, as a web-to-print provider, was able to tailor it to our unique situation,"* - says Brandy Parkerson.
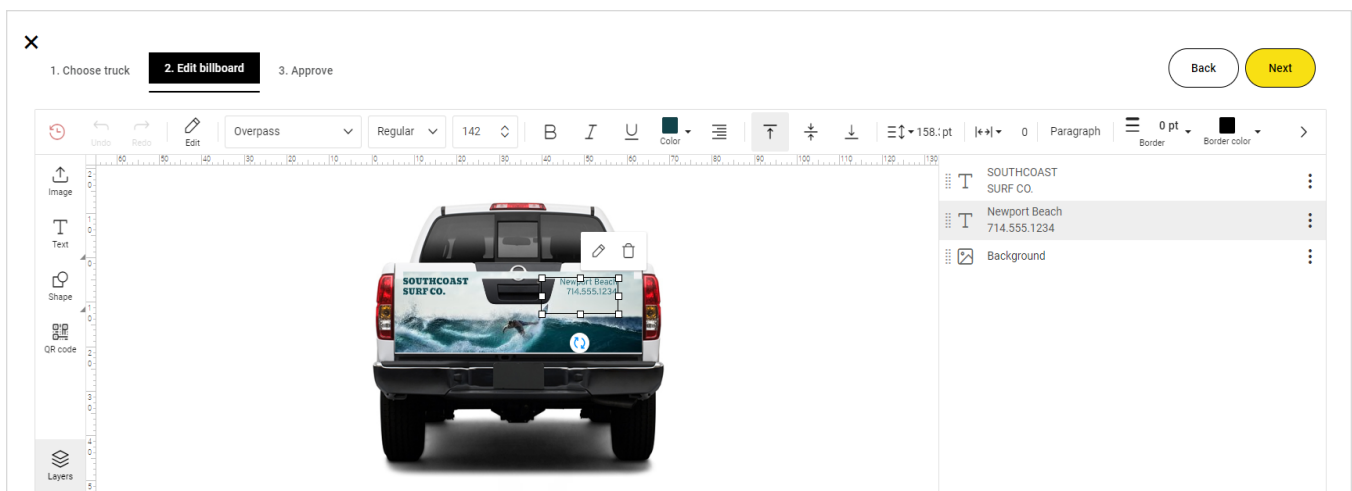

We built an ordering workflow where the end-user selects a design and truck model, then Customer's Canvas loads the corresponding design in the correct size. All design files are stored in Customer's Canvas BackOffice. This convenient admin panel allows managers, designers, and other team members to store and set up product specifications.

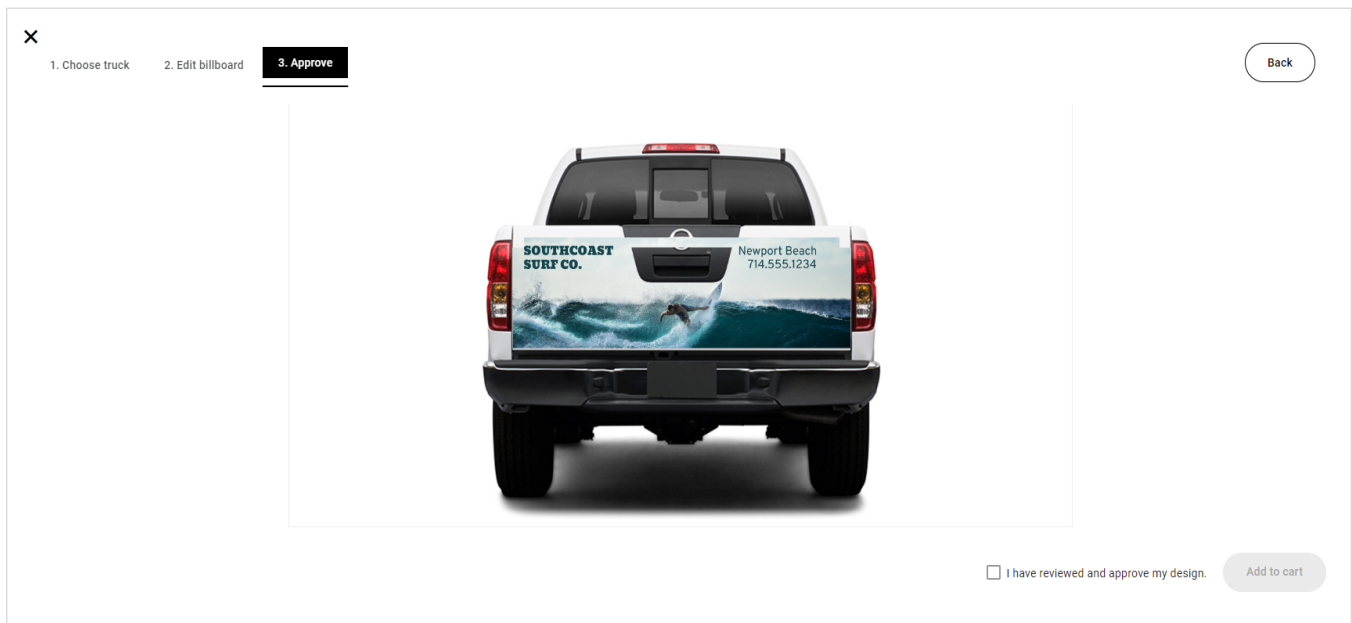# The integrated design editor covers three ordering scenarios:

Creating designs from scratch. Some companies have their own vision for a billboard design, so we included an option for end-users to design something from scratch. They can select the car year, make, model, and trims before proceeding to the editing process.

Editing pre-designed templates that can be modified. Biggie Billboards worked with our designers to prepare a library of billboard templates for various industries, including real estate, plumbing, catering, and many other firms.

Personalizing static templates that cannot be changed. Businesses can request this option when they need to set up restrictions to ensure products comply with corporate guidelines (for example, corporate colors should not be changed).

Customer's Canvas

The results: Streamlined projects from start to finish

Biggie Billboards shared that they now have an easier way to bring projects to completion.

> *"We can get the results to our print team without the need for multiple processes in between steps,"* - says Brandy Parkerson.

Would you recommend Customer's Canvas to someone else?

Yes, I would recommend Customer's Canvas to anyone that needs any type of customizable web-to-print option. They are fantastic at making sure they understand WHY we need something done so they can offer multiple possible solutions that we didn't consider. They also fixed any issues that arose very quickly. I love that they took the time to carefully implement exactly what we needed.

Useful links

Biggie Billboards website

Billboard design editor

Customer's Canvas web-to-print solution

Try Customer's Canvas in action

Contact us