### BRANDS®NIFY How to Rebrand Your Business



### Agenda:

- What Is Rebranding
- Key Reasons for
- Rebranding Your
- Business
- How Not to Do

- Rebranding DO's and DON'Ts
- Working with a Rebranding Agency



### Successful branding improves customer engagement, strengthens your





But rebranding is challenging, whether you do it for the first time or not.





When you rebrand, you need a plan of action.











But first...
What exactly is rebranding?



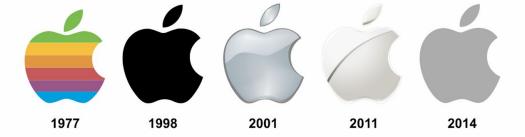


Rebranding is the process of creating a new company identity.





For many companies, rebranding is a natural cycle.



On average, organizations change their visual identity once every decade.







REASONS FOR REBRANDING YOUR BUSINESS





NEGATIVE SIGNS

POSITIVE SIGNS

LACK OF ENGAGEMENT

**OUTDATED LOOK** 

LOSS OF RELEVANCY

**NEED FOR DIFFERENTIATION** 

**BRAND GROWTH** 

**NEW VISION** 

INTERNATIONALIZATION

**MERGER OR ACQUISITION** 









### 

In 2010, the iconic clothing brand Gap changed its logo without warning,



causing a public outcry among customers.



### 

Angry fans threatened never to buy a Gap product again.



The result?
In less than one week,
Gap went back to its
classic look and
identity.



So, how can you make sure your customers love your rebrand?





Step 1.
Take a brand identity questionnaire to better understand your brand - your aims, your message, your market placement.





# Step 2. Use consumer data, social media, and surveys to understand your customers and define their needs and pain points.





Step 3.
Analyze your competitors to understand your strengths and weaknesses and define your unique selling point.





Step 4.

Match your brand message and tone to your audience's needs and expectations.











### 

Brand refresh change only the look and feel of your brand Brand reboot change your brand strategy and adjust your vision

Brand overhaul - create a different brand identity



### Step 6. Create rebranding guidelines to keep your brand identity consistent across channels.





Step 7.
Use empathy marketing to make your branding more emotional and more engaging.











### 

Don't ignore your audience's needs and preferences

Don't make your rebrand impersonal and dull

Don't try to do
everything in-house
if you lack
expertise









Use research to validate the reason behind your rebrand

Calculate costs and duration

Create a rebranding strategy and timeline

Ask a rebranding expert for guidance



Teaming up with a rebranding agency can make everything easier.





## Choose a rebranding agency that can provide advice, customizable services, and that can track and

analyze results.





Create a new brand identity that your audience will love.





