

**BRANDSONIFY**

# **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.**



**And you need to  
know your  
audience.**



**But first...  
What exactly is  
rebranding?**



**Rebranding is the  
process of creating  
a new company  
identity.**





**For many  
companies,  
rebranding is a  
natural cycle.**



1977



1998



2001



2011



2014

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



## The key reasons organizations choose to rebrand:

### REASONS FOR REBRANDING YOUR BUSINESS



#### NEGATIVE SIGNS

LACK OF ENGAGEMENT

OUTDATED LOOK

LOSS OF RELEVANCY

NEED FOR DIFFERENTIATION



#### POSITIVE SIGNS

BRAND GROWTH

NEW VISION

INTERNATIONALIZATION

MERGER OR ACQUISITION



**But not all attempts  
at rebranding are  
successful...**



**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.**



**Step 5.**  
**Define the scope**  
**of the rebrand.**



**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.**



**Step 8.  
Rebranding  
DON'Ts**



**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**





## **Step 9. Rebranding Dos**



**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.**





