Why Do Companies Rebrand?

- Changing consumer preferences
- New products or services
- Negative publicity
- New market or demographic
- Dips in market share
- New competitors or products
- Changing customer journeys

7 Critical Tips for a Successful Rebrand

Tip 1: Identify Important Rebranding Triggers

- Scan for potential market disruptors
- Compare customer brand preferences
- Evaluate and benchmark against competitors
- Evaluate and benchmark against competitors
- Identify market leaders and their value proposition

Tip 2: Apply a Disciplined Rebranding Framework

A Typical Rebranding Process

1. Brand Audit
2. Brand Identity Development
3. Brand Messaging and Refinement
4. Brand Awareness and Perception
5. Brand Launch

Tip 3: Cultivate Internal Buy-In

- Keep this group engaged throughout the rebranding process.
- Once your rebrand launches, this team can act as advocates across the company and to current and potential customers.

Tip 4: Lead With the Brand, Not Just the Logo and Tagline

- Successful brands are not just about the logo and tagline, but also about the values, culture, and experiences that they represent.

Tip 5: Rigorously Test Key Branding Concepts

- Identify what you say and how you say it
- Test the effectiveness of new messaging
- Test brand effectiveness

Tip 6: Ask Your Customers

- Conduct focus groups
- Conduct interviews with customers
- Monitor brand satisfaction and NPS survey

Tip 7: Anchor the New Brand to Customer Expectations

- To learn more about how to effectively pursue rebranding, here are 7 critical tips for a successful rebrand.

7 CRITICAL TIPS FOR A SUCCESSFUL REBRAND

1. Identify Important Rebranding Triggers
2. Apply a Disciplined Rebranding Framework
3. Cultivate Internal Buy-In
4. Lead With the Brand, Not Just the Logo and Tagline
5. Rigorously Test Key Branding Concepts
6. Ask Your Customers
7. Anchor the New Brand to Customer Expectations