

# Five hidden benefits of rebranding

A brand's real value can become buried over time



**Where brands come true.**

We're a national design company on a mission to help brands transform what is — to what could be.

# Time to dig deep

Miners don't find gold and diamonds lying around on the ground. They know the true treasures lie far beneath the surface. The best miners know where to look, how to reach them and why the process for preserving these gems and precious ores is so vital.

## **Successful rebranding takes time.**

Rebranding takes thinking and rethinking. It takes refinement and tweaking and adjusting to eventually get you to your destination. Most of all, it requires deep immersion into the brand's very being. Because the questions you should be asking – along with the answers you need to find – aren't just lying around on the surface.

On the following pages we discuss five ways to unearth the hidden benefits of a rebrand.

# 01

## Realign ideas with your vision

Just as miners rarely work alone, the success of a brand can be measured by the thoughts and ideas of many individuals. But aligning those thoughts with a singular goal, or vision, requires a carefully laid out process. A series of steps that are necessary for reaching that final destination – the honey hole – where a vision comes to life in the form of a brand.

The rebranding process involves unearthing and dusting off thoughts, ideas and strategy. This is the opportunity for people to provide input. For stakeholders to take the time to think about what the brand really means and represents. By sharing those thoughts, and treating them like precious gems, organizations can begin to identify opportunities and overcome obstacles. This is where they spread out thoughts and ideas and start to consider which ones truly align with their vision and purpose. Through this process, key decision makers are reminded of why they do what they do. They're granted the opportunity to invigorate a brand that's lost its luster – and begin the polishing and preservation process.

The thought process of a rebrand allows those directly connected to a brand to take part in its reinvention. Making decisions leads to a strategy that encompasses more than the brand; it can point the entire organization in a brave, new direction.

## 02

## Chart your direction

OK, now you're thinking, but what should you be thinking about?

Miners don't dig without knowing where to go, how far to dig and what exactly they're looking for. As people begin to share thoughts, ideas and strategies, it becomes vital that you ask the right questions. Asking the right questions will streamline and focus the process, which will have the greatest affect on the organization for years to come.

Here are a few to get you started:

### What business should we be in?

No, this isn't a trick question. It goes right to the core of your brand. Are you in business to serve others? Or simply to sell a product? Are you out to make the world a better place? A safer place? A happier place? Is your goal entertainment or fulfillment? You started out 50 years ago creating widgets. But what do those widgets do? How have they changed people's lives? Find those answers and you'll know what business you're really in.

### How will we add value to those businesses?

If you make more than one product or offer more than one service, you should look at each as a separate business. If some aspects are weak and some are strong, how do you add the value that will improve the entire enterprise? Diamonds have many facets. Each one has to shine in order for the entire gem to sparkle.

### Who is our target customer?

The days of generic sales pitches are gone. Doctors are now specialists and so are the retail spaces where they shop. Starbucks can make you a decaf, non-fat latte with two shots

of vanilla syrup and put it over ice if you want...blended even. Is that overspecialization? No. Because Starbucks knows what its target customers want: a great cup of coffee. They may want it one of 10,000 ways, and Starbucks is ready for each one. You should be, too.

### What is the value proposition we make to those customers?

Offering low prices may get people in the door, but you have to back it up with quality. Value propositions must be consistent and tangible. What do you do differently than your competition? Define what sets you apart and let it set you apart.

### How do we show that we deliver on that value proposition?

There are some things that make your company, your service or your product special. Do you have a distinctive flavor? Years of experience? The first to do something? Are you the largest? The most personal? Identify these capabilities and incorporate it into your brand promise. There's no better choice than a clear choice.

# 03

## Create clarity

Have you ever watched someone pan for gold? They put a little soil and water in a shallow pan and swirl it around and around in an effort to separate the precious metal from the other stuff. This could include rocks, bits of sand, plant material and a range of other particles that get in the way of the gold.

Similarly, over time brands become like that handful of soil. The good, meaningful stuff is still there, but it's covered up and hidden by the rest of the useless stuff.

### Enter the rebrand.

A rebrand helps separate the clutter from the gold. It allows you to purge your brand's system of all the outdated updates and quick-fix patches that have been applied since conception. It's a filter for your brand.

Adding clarity can be one of the hardest parts of the rebranding process. It's where egos are set aside and truth needs to shine. Be honest in deciding what goes and what stays. Keep only what supports your new direction. Simple. Straightforward.

**You can't add  
simplicity. you  
can only remove  
complexity.**

# 04

## Reignite the leadership team

Candles don't burn at the bottom. The flame is at the top. That's where you need to light the flame during a rebrand – at the very top of your organization.

Your leadership team sets the stage. Creates the environment. Begins the ripple effect. For a rebrand to be effective, your leaders must believe – and live – the new direction.

Leaders can slow down or quicken the pulse of an organization. If they do not believe in the new brand, and show enthusiasm for it, the chance for success of your rebrand is slim. Consider this: not everyone likes Apple products. But when Steve Jobs unveiled something new, the world listened. When Warren Buffett shares his passion for a Berkshire-Hathaway purchase, people pay attention... and most want a piece of the action.

So when your rebrand is launched, your leadership should have fun with every piece of it. And there are lots of pieces, including new ideas, visuals, signage, websites. New gadgets and trinkets to give away and logos on jackets and sportswear and T-shirts with new taglines. There are new presentations to give and stunning videos to accompany them.

**And everyone will feed off of your level of enthusiasm.**

# 05

## Inspire advocates

A rebrand launch is your greatest one-time communication opportunity. Instead of the indifference that accompanies a brand's continued stagnation, the entire organization benefits tremendously from a vigorous churning of the brand waters.

### **Unearth the heartbeat of your organization.**

First comes excitement from your leadership team in the form of presentations, open dialogue and personal reflections of what it means to work for your organization. Second, a launch event is planned. This can be a large, lavish affair simulcast to workstations throughout the organization or smaller, in-person gatherings at different locations. This event literally and figuratively brings people back together for one purpose – sharing the vision. Show key pieces of your new brand. Talk about what it means. This unveiling creates energy that permeates all layers, from management to the newest hire.

It's often said that laughter is contagious. The same is true for passion and excitement. Show that you believe and they will, too. And eventually that belief will transform into action. Every person who stands behind your brand will become an advocate, further spreading your brand message to strengthen your position in the marketplace.

People love knowing they heard something first. And they can't wait to spread the news to others. Give your team things like new business cards, shirts or other signage to help them feel special and part of the unveiling.

As the rebrand proves successful, every employee becomes an advocate, and in turn, creates advocates of the customer and clients they touch. It becomes a refreshing wave sweeping outward.

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**Signaling change is never more effective.**



# Bringing your new direction to the surface

Your rebrand serves as a great stage upon which your leaders' vision is revealed. Their authentic buy-in and excitement for the new direction builds confidence in the entire organization, from the top, down. It also serves as the common thread that binds each individual within an organization – to one another, and to those you serve.

**Let's bring these five hidden benefits of a rebrand to the surface:**

1. **Realign ideas with your vision**
2. **Chart your direction**
3. **Create clarity**
4. **Reignite your leadership team**
5. **Inspire advocates**

Rebranding is the most effective way for leaders to signal significant change.

# Considering a rebrand?

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