FIVE STEPS TO A SUCCESSFUL REBRAND

* You only get one shot at doing it right.

DOUBLE Forte
Rebranding your company or organization is a big deal. **Why? You only get one shot at doing it right.** It’s not simply a new logo or tagline – launching a new brand identity requires thorough research, careful consideration and unwavering commitment. **We know because we’ve just completed our own.** The process itself is layered and time consuming. It demands honest reflection on your brand’s past and forward-thinking discussion around its future. The end goal is a brand that effectively communicates with clients and employees, differentiates from competitors and creates a lasting impression.

To break down the process, we’ve outlined **5 key steps** to knocking your rebrand out of the park.

**CONDUCT** a competitive outline

Learning and analyzing the competitive landscape is critical to developing a unique brand image because understanding your competitors’ mission, values and culture crystallizes the similarities and differences with your brand. Creating a **brand matrix** identifies key attributes (placed on the x and y axes) and positions the competitive set on the grid accordingly. This exercise not only shows the “white space,” it gives you the opportunity to evaluate where your brand currently falls on the matrix and **consider if a shift is required to achieve an accurate depiction of who your brand is and where it’s going.**

**IDENTIFY** key themes for inspiration

Drawing from the primary tenets of the brand, **identify central concepts or themes that speak to the heart of the brand.** These will help your brand designer hone in on visual elements that help communicate the brand identity. For example, Double Forte’s new brand uses hand-drawn swirls as a graphic complement to our new logo. This represents that our approach is individualized and tailored to each client – there is no cookie cutter mentality. The designer will put his creativity to work but pinpointing important themes will inspire direction.

**ALIGN** on new brand objectives

**Why is your company rebranding? It’s a simple question with a multitude of answers.** Before starting the rebrand process, it’s important that key stakeholders are aligned on the new brand objectives. For example, has the brand evolved so drastically that the current brand identity no longer holds true? In that case, a thorough review and update of the brand mission, values and services is in order. On the other hand, maybe a brand hasn’t fundamentally changed, but feels tired and in need of a refresh. In that circumstance, determining how to more accurately communicate the brand in a compelling way is the number one goal. Regardless of the answer to this question, make sure your team is on the same page.

**ESTABLISH** a communication plan

Rebranding is completely moot if you don’t put the time, energy and strategic thinking into proactively sharing it. First, identify all of your key audiences. Employees, clients, investors, potential customers, media, etc. – the list is diverse. Second, develop a communications strategy that reaches all of those audiences where they are. Depending on the business and company, tactical elements could include brand guidelines, press release, letter to investors, CEO op-ed, client phone calls, media mailers – and so on. **The key is considering all audiences and ensuring there is a plan in place to reach them.**

**EXECUTE** a 360-degree launch

In addition to a strategic communications plan, **it’s imperative to launch the new brand identity across all company properties at the same time.** This includes the new website, marketing collateral, letterhead, business cards, social media platforms, etc. Using the company website and/or blog, as well as the company social channels to help tease the new brand and eventually share it, can also drum up interest with your audiences.

**CONTACT US**

Liz O’Donnell
Chief Content Officer
Double Forte
lodonnell@double-forte.com