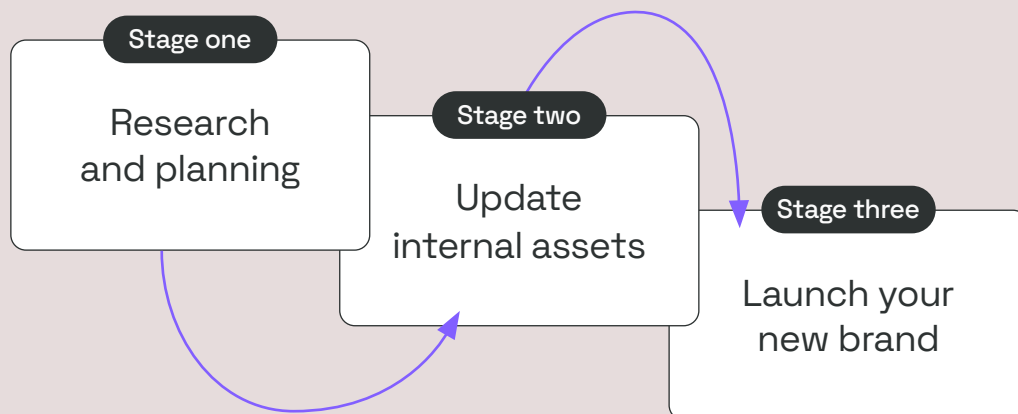


Your 3-stage rebranding checklist





Things never stay the same for long. No matter how difficult it might be to decide to rebrand after putting so much effort into building your image, it's sometimes necessary to adapt to a changing market.

Rebranding can improve your business, help you adapt to changing customer expectations, and better connect with your audience. However, it's a complex and delicate process, and the more structured you can make it, the more successful it will be.

Working through the checklist below and checking off steps as you complete them will help you stay organized and ensure nothing falls through the cracks.

Stage one

Research and planning

1

Build a rebrand team

A rebrand will impact both internal and external stakeholders, which makes it vital to consult representatives that understand how different groups will respond to changes. Assemble a team to provide input and ensure you consider a variety of perspectives, including senior management, HR, sales, marketing, and creative team members.

- Assign roles and responsibilities within the team.

2

Analyze the market

Research what's changing in the market. You need to know what trends are impacting your industry and how customer expectations are changing.

- Create sales and business performance forecasts based on three to five years of prior business data. This will help you understand what your business is doing well and what needs improvement.
- Conduct a competitor analysis to learn industry trends and understand how your competitors are performing.
- Conduct a SWOT analysis to better understand your position in the market, including what associations customers have with your brand.

3

Create new customer personas

Your target demographic may change over time, or you might reach new audiences. Refreshing your understanding of who your customers are at a deep level right now will help you align your rebrand with the values of your current audience.

- Identify the types of customers in your audience and create a persona for each.
- Add photos to each persona to help you visualize who customers are in the real world.

4

Identify brand elements that don't need to change

Some elements will stay consistent, even with a rebrand. Preserving aspects of your brand that customers identify with will help them recognize your company post-rebrand.

- Create a task list with each element of the brand you plan to update or refresh.

5

Identify the type of refresh you need

Not all refreshes are made equal. You must choose the right type of refresh for your brand based on your budget and the business's maturity.

Determine how extensive the refresh will be:

- Brand Refreshes are basic updates that typically see maturing brands update their mission statement, website, and logo.
- Brand Reboots help fast-growing startups and mature brands enter the next phase of their growth with strategic brand updates that may include something like a new brand voice
- Brand Overhauls are the most complex and are designed to change the entire foundation of your brand, such as a new brand name, a new marketing strategy, or an update to your whole company structure.

6

Develop a timeline and set milestones

Timelines give everyone on the team an idea of what they can expect during a rebrand. And planning realistic deadlines for the tasks you need to complete helps keep the rebrand on track.

- Create a calendar that outlines when you hope to complete each milestone.

7

Consult executives to get rebrand approval

Company executives will (oftentimes) have the final say on what the extent of the rebrand will be. Put together a proposal and pitch executive decision-makers who can sign off on the new direction and approve a budget.

- Create a rebrand proposal that outlines your plans for the rebrand, including what you hope to change, the impact that'll have, and how much the project will cost.



Stage two

Update internal assets

1

Define your new brand mission and values

Your company mission isn't always set in stone as time goes by, which is why your new mission statement should reflect your refresh.

- Review your values and mission statement to make sure it aligns with your new brand
- Make revisions to your mission statement, if necessary.

2

Create a new logo

Sometimes during a refresh, you might have to create a new logo to reflect the change in your company. But it isn't always the right step. You must be careful when changing your logo since half of the customers in one survey say they're more likely to buy from a company with a logo they recognize.

- Yes, we need to create a new — or updated — logo.
- No, our current logo doesn't need to change.

3

Create a new claim/tagline

If you're fully rebranding, you may need to make updates to your tagline that reflect your brand's new mission. For example, to shine a light on the customer, L'Oréal Paris changed its tagline from "Because I'm worth it" to "Because you're worth it."

- Yes, we need to update the brand tagline.
- No, the tagline still represents the brand and doesn't need to change.

4

Identify your new brand colors

Customers subconsciously associate colors with specific values. For example, people often relate the color blue with trust and green with safety. Assess the color palette your brand uses and decide if you need to make updates to reflect your company's changes.

- Yes, it's time to update brand colors.
- No, we will use the same color palette after the refresh.

5

Define new brand guidelines

Your brand guidelines are a list of rules for communicating your brand across all forms of media, such as on social media or a blog. Make sure to update your brand guidelines to align with your refresh and send them to your stakeholders.

- Create a document that clearly outlines your brand guidelines
- Store the document in the cloud and provide internal teams with access.

Stage three

Launch your new brand

1

Communicate your rebrand with internal team members

Share updates about the rebrand with employees and brand representatives to get them excited about the rebranding. Involving them before you announce your new brand helps them know what to expect and how to communicate with customers about the new branding.

- Make an internal announcement about the rebrand.
- Ask employees to update their email signatures.
- Provide every team with updated brand guidelines.

2

Update your website

Your website is where customers can interact directly with your brand. Make sure to update your website to reflect your updated brand, including its navigation, layout, images, and fonts.

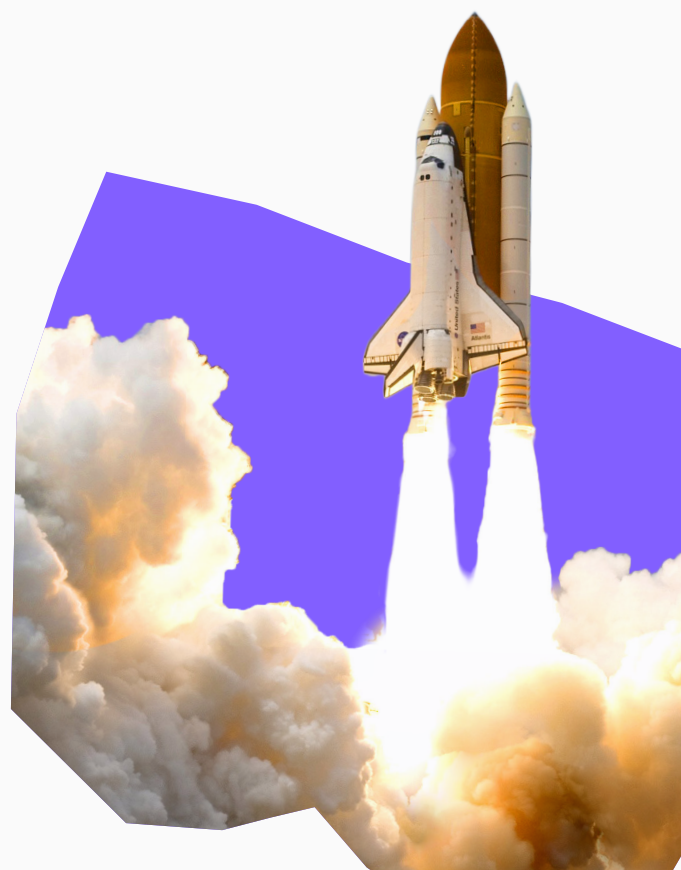
- Refresh the homepage of your website to help introduce your brand.
- Add your new mission statement to the “About Us” page.
- Update your website with new brand colors where appropriate.
- Replace instances of the old logo with your new one, if applicable.

3

Announce your rebranding to the world

The last step is to let customers know about the big changes that happened at your company.

- Create an announcement post on social media.
- Craft a message to send to your current email list.



Let's
go!

It's time to rebrand your company

A common theme among the most successful companies is knowing when it's time to rebrand. When a brand no longer represents the overall vision of a company, it's time for an update that reflects the changes a business experiences through its growth.

Just take a look at Dunkin'. To adapt to changing customer preferences, it changed its name from "Dunkin' Donuts" to "Dunkin'" in 2019 to reflect its new focus on coffee. Changing its company name was a big risk for Dunkin', but it paid off. One firm found that more than 30% of customers noticed the change right away.

The rebrand earned Dunkin' a lot of attention from both customers and the media. That attention gave the business a boost at a critical time by helping Dunkin' establish its new brand and drive coffee sales.



What now?

Every brand, refreshed or well-used, deserves a home. A place where it can be experienced, shared, and developed over time — where every stakeholder has direct access to it, always. So, when you're getting started with your rebrand, to ensure brand success today and in the future; check out Frontify.

