

HOW TO REBRAND?

The Problem

When starting a new business, many business owners don't pay much attention to branding beyond the name of the business and the logo.

A good brand communicates what your company does and how it does it.

A good brand also establishes trust and credibility with your prospects and customers.

Rebranding Evolution

Companies evolve and often, to stay competitive, they must evolve their brands visual Identities. There can be various factors that can lead to a rebranding decision such as:

- 1) New Operational Location
- 2) Marketing Repositioning
- 3) New Philosophy
- 4) Merger & Acquisitions
- 5) Change in Leadership
- 6) PR Crisis etc.

What's Rebranding?

Rebranding is a marketing strategy that involves developing a new business name, symbol, company logo, and related visual assets like marketing materials, in order to create a new and differentiated brand identity in the minds of consumers, investors, prospects, competitors, employees, and other stakeholders.

What's Brand Identity?

Brand identity is the visible elements of a brand, such as color, typography, textures, design, and logo that identify and distinguishes the brand in consumers' minds.

Building a positive brand image can bring in consistent sales and make product roll-outs more successful.

Building a positive, cohesive brand image requires analyzing the company and its market, and determining the company's goals, customers, and message.

Why do Branding?

Your brand is one of your company's most important assets. In fact, the world's most valuable brands are valuable in large part because of the intangible value of their brand.

- 1) Branding gives your business identity.
- 2) Branding helps recognition.
- 3) Branding encourages buying.
- 4) Branding supports and boosts all promotional activities.
- 5) Branding creates engagement and
- 6) Branding creates loyalty with your customers.

Assess The Why?

Before you create a brand or rebrand an existing one, you must define your company's Mission, Vision, and Values.

- 1) Assess what makes your company special.
- 2) Why does your company exist? and
- 3) What happens if you don't exist?

Branding cannot succeed without these core foundations.

When to consider Rebranding?

Rebranding can be complicated and does introduce some risks and costs. So assess carefully whether a rebrand is right for you and whether this is the right time to rebrand your business.

Below are few example on when to consider rebranding:

- 1) To differentiate from the rest.
- 2) To Modernize Brand image.
- 3) If outgrown existing vision.
- 4) If facing poor reputation or Identity crisis.
- 5) If aiming for a market expansion.
- 6) If heading towards Merger & acquisitions.

Rebranding Challenges?

- 1) Confusion brings chaos.
- 2) Increased expenditures.
- 3) Internal & External adoption
- 4) Brand Communication
- 5) Resistance from fans.
- 6) Intellectual Property
- 7) Website SEO

Our Process?

Step #1

Define New Vision,
Mission & Purpose

Step #2

Define scope of
change anticipated

Step #3

Stragegy that works
with current branding

Step #4

Research Audience,

Market & Competition

Step #5
Collaborate &
Communicate with
your internal team

Step #6

Analyse all
discoveries

Step #7

Identify partial or full
rebrand is required?

About us?

Who are we?

IamJ Designs is a Visual Identity design consultancy based in Mumbai. We assist brands & businesses to build a strong visual identity using sophisticated brand strategy

Why we exist?

We exist to create brand stories which are simple, timeless and expressive using pictures, shapes and typography.

Where we heading?

Our vision is to empower businesses around the world to become influential brands through design thinking.

Favourite “Quote”

“

Make it simple, but significant - Don Draper

THANK YOU

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