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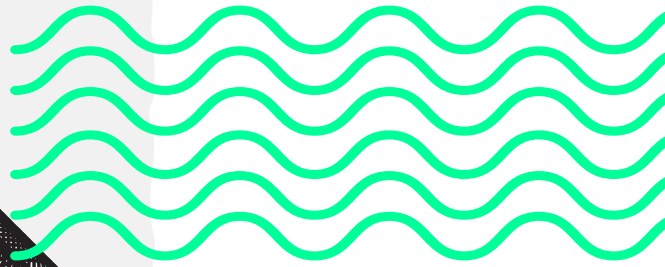
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FIELDTRIP

20 REASONS TO REINVENT YOUR BRAND IN 2020



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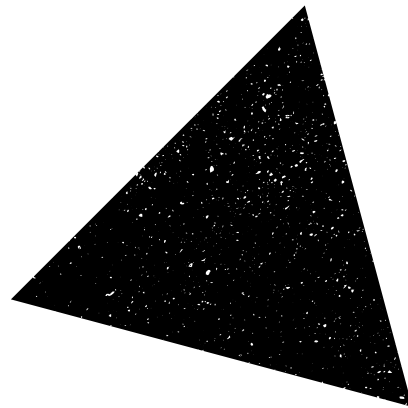
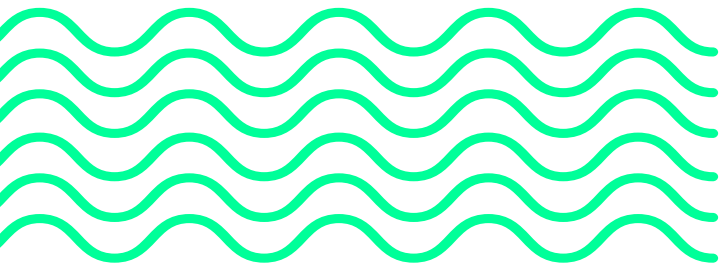
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Introduction

Every business is unique and every business problem is unique. Even the best brands need a makeover from time to time, and at some point during the life of your company, there will be a need to rebrand. Rebranding can be a daunting prospect and not something to be considered lightly. But **the rewards of a successful rebrand are immeasurable** and make an outdated company shine under a brand new light (pun totally intended). The question is: when is the best time? To that, we have provided the following reasons. So, with the new year upon us, here are 20 reasons to reinvent your brand in 2020.

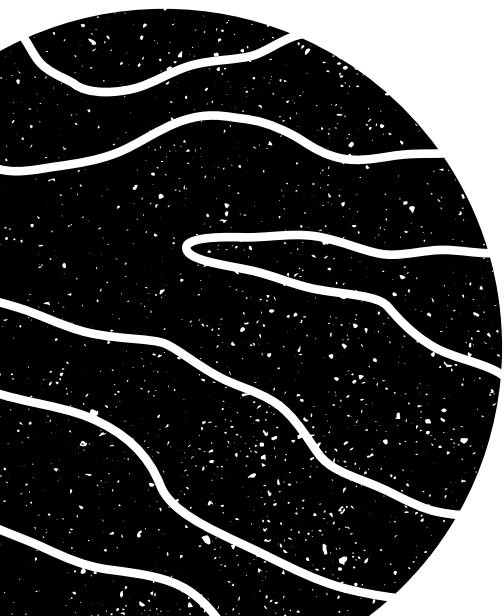




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What worked in the past is failing you in the present.

A drop in sales or inbound leads could mean your customers no longer identify with your brand. Old Spice was once considered the cologne of old and out-of-touch men. But when Weiden and Kennedy came in to rebrand them for a new audience, **the result was a domination of the competition and sales quadrupled for OldSpice's new products.** Considering a rebrand may be the right step for a business to remain relevant. Don't be intimidated. Instead, embark on the adventure.





Your brand is less relevant because your customer's needs have changed.

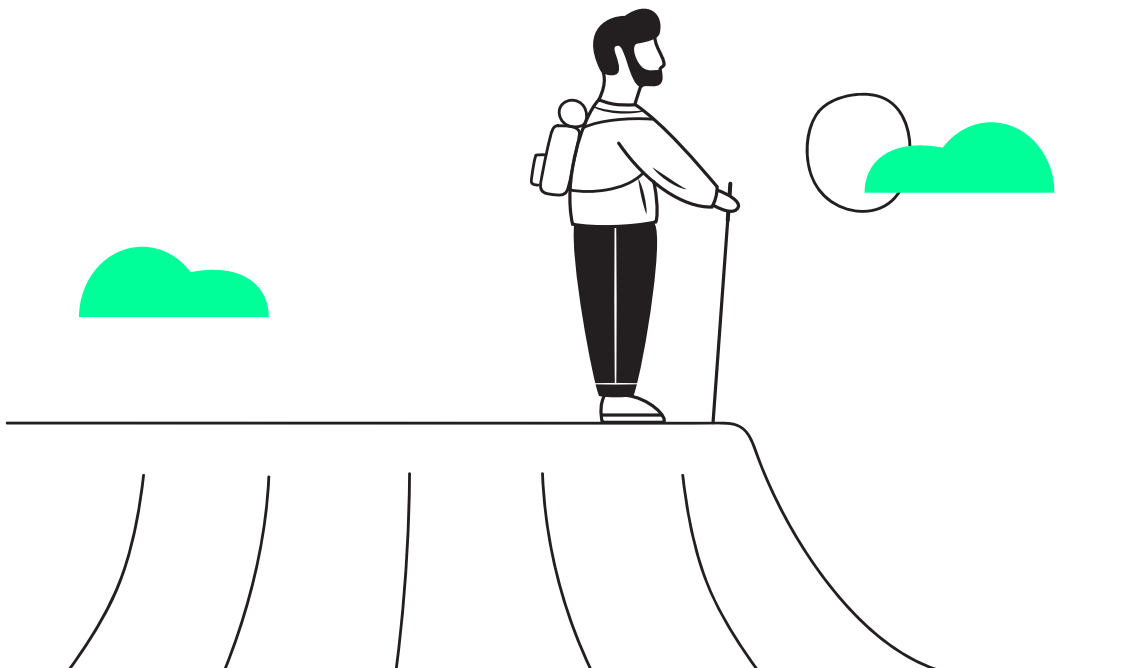
Over time, even once considered brand loyalists can shift in their priorities and seek changes in products. When what you do no longer fits with what your audience wants—it's time to consider rebranding to become a more relevant fit. Depending on your target demographics, finding the right agency partner is key. **Don't hire an agency that has all the answers; instead, choose the agency that asks the right questions** and knows how to reach your audience with authenticity and relevance. The right firm will bring fresh insights and continually represent the customer's perspective.





Your revenue has plateaued.

Brands sometimes get too comfortable. And more often than not, a comfortable brand becomes risk-averse. If you're doing the same style of marketing over and over again, chances are you're gonna hit a plateau. Rebranding is a difficult step but necessary when the business slows or stalls. Brands with larger marketing budgets invest in more resources and expand their new branding to wider audiences. Smaller companies have the advantage of being focused to make subtle changes in positioning and tactics in order to optimize growth. Whether large or small—**reinventing how your brand performs gets you out of the rut and back in black.**





Your customers no longer recognize you.

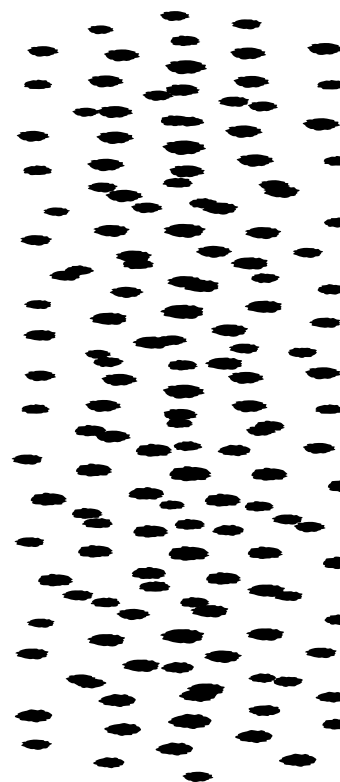
Obscurity should be your biggest concern as a business owner, CEO, CMO, or in some cases, all three. Even with adaptive strategies, the changes in your market and advances in technology influence your brand. Do your customers still know you? If the answers are mixed or there is a lack of commonality, it might be a good time to remind them. **Rebranding will control the chaos, optimize your customer experience, and define your brand narrative.**



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Your brand image no longer reflects your company's position in the market.

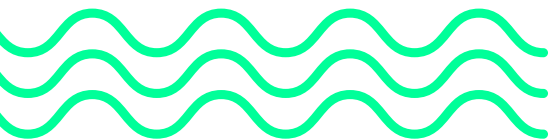
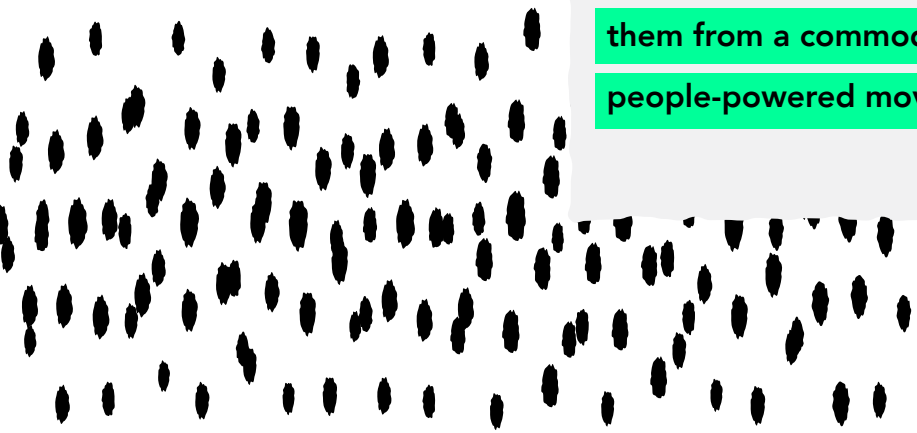
The way you position your brand helps customers differentiate you from your competitors. But sometimes, brand perception, which is harder to control, tells a different story. **Conduct a competitive analysis and see where you stand** in the market. What kind of company are you? How do you compare to your competitors? Do you need to pivot or tell your narrative in a new and unique way? When Dollar Shave Club premiered on the scene, they saw an opening in a tired and uninspired market and took over the shaving world by storm, upending a long-term player like Gillette. Gillette is still trying to reclaim space now owned by several high-profile direct-to-consumer models. Determine where you are in the competitive landscape for your industry—a rebrand could be the right strategy for your business.





Your brand doesn't resonate with your customer base.

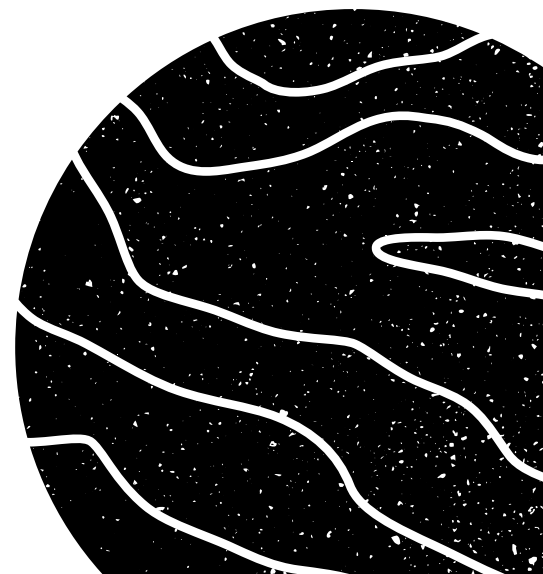
A key to understanding whether you need to rebrand is assessing if the brand resonates with your customers. If they love what you are doing—and you have enough of them—then congrats. You're great at this. But if you're not breaking through the noise and building loyal brand advocates, then you need to change course. Customer feedback counts multitudes. When we rebranded Ticket to Ride as Every Commute Counts, we looked closely at the audiences our client was trying to reach and **transformed them from a commoditized government product to a people-powered movement** to lower emissions in our city.





Your target audience has shifted.

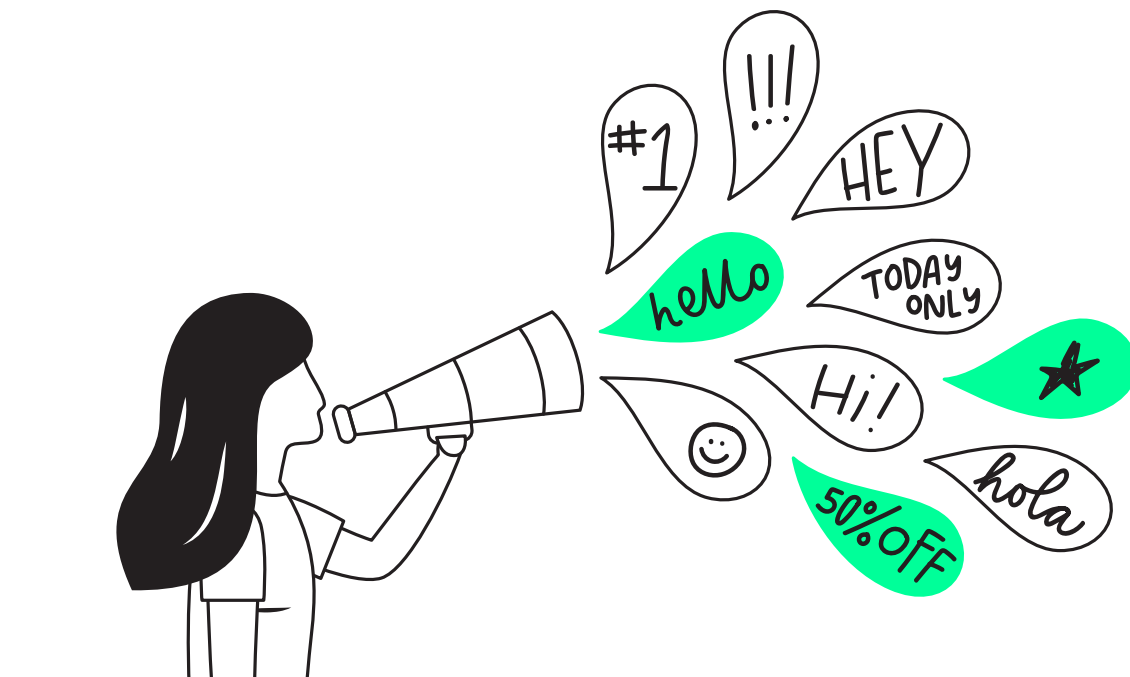
If your target audience or buyer has changed over time, then rebranding is a necessity. For example, a business software used to be positioned to the CTO is now positioned to the CFO—those two audiences have different buying behaviors and unique motivations to purchase. **Restating the value proposition in the context of the new audience** is one step in a more comprehensive rebranding effort.





Your company's voice is getting lost.

Be the definitive voice in your industry. More often than not, businesses forget their voice, get lost in the noise or worse—they never had a voice to begin with. Learn what your company is saying and how to say it differently than your competitors. Own your voice. Harley Davidson is a great example of a brand that understands how valuable having a distinctive voice is when selling motorcycles. Their advertising is all about heritage, freedom and challenging the reader to own the open road. Because of this, **Harley Davidson maintains the highest margin of brand loyalty among motorcycle enthusiasts for over 100 years.**

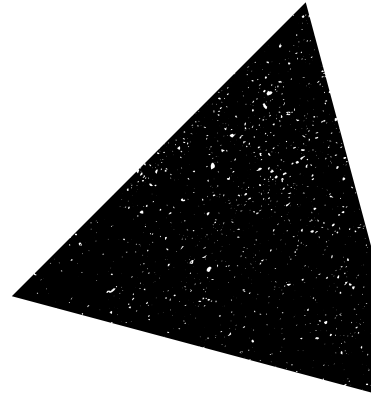


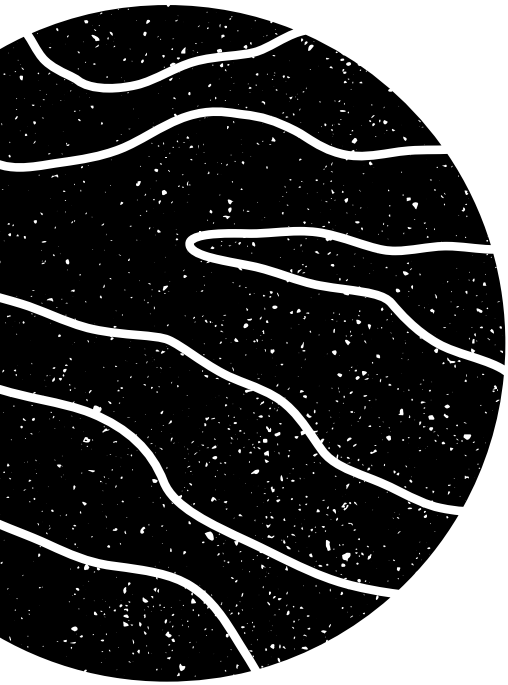


You've merged with or spun-off from another company.

In many cases, change in business ownership results in rebranding, not only to make the change visible but in compliance with legal and regulatory requirements. Also, company mergers often lead to culture clashing. In such cases, getting a handle on your brand can be the difference between an easy transition or a difficult one.

Give your internal team a rallying cry by establishing a new brand story. When rebranding is done right, it unifies cultures, improves customer relations and strengthens your position in the market.





You're repositioning your products or services.

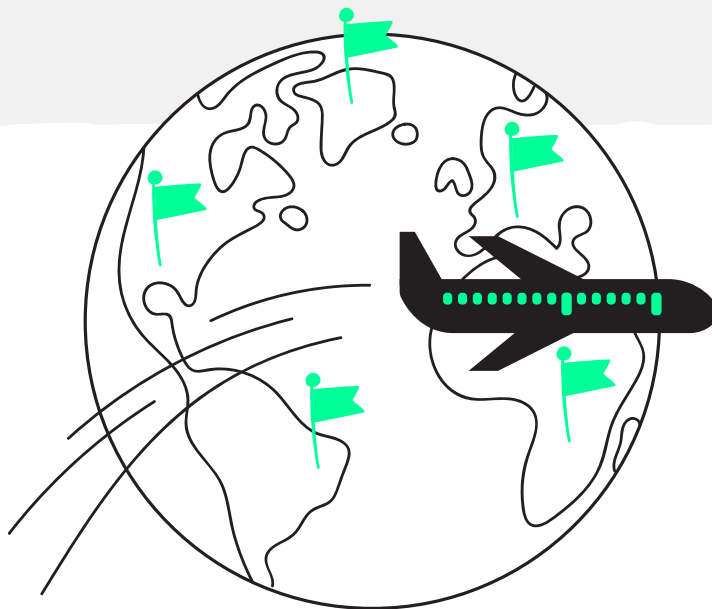
When done properly, changing your positioning and brand promise have major effects on your business. Everything must be adapted to fit the organization's new promise—its products or services, policies, corporate identity, etc. Rebranding makes these changes visible for all involved.

When Dunkin' Donuts made the move to shorten its name to Dunkin'—there was thoughtful intention involved. They had become more than just a donut company, offering breakfast sandwiches and coffee. The rebrand focused on the new product offerings and expanded on an already popular brand image. Weeks following the name change announcement, **the brand's Purchase Consideration score climbed to 30 percent.**



You're expanding internationally.

Rebranding can be needed to be understood on a worldwide stage. In certain countries, the wrong brand name may bring to mind the wrong associations. Organizations that sell the same products in several countries, but under different brand names, are also increasingly opting to use one brand internationally. Lastly, but most importantly, creating a distinctive brand will make you easily recognizable on a global stage. **This is why Snickers can change the name on their packaging**—they've built a rock-solid brand over decades that is instantly recognizable, even without using their name.





The market is evolving faster than you are.

Sometimes, changes in the marketplace threaten the existence of older brands. The adoption of digital in particular is making it obvious and certain for some industries and businesses to reinvent themselves.

Sometimes you don't need to completely rebrand as much as just refresh your brand to keep up with a constantly evolving market. **Starbucks is a prime**

example of an industry that was an early disruptor,

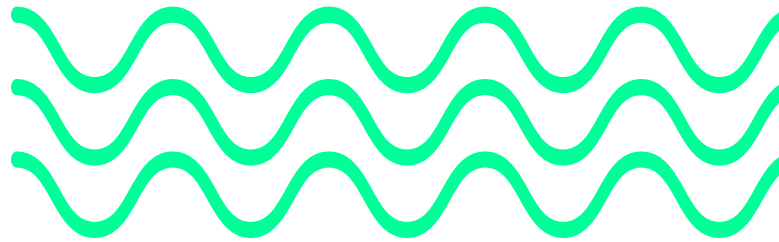
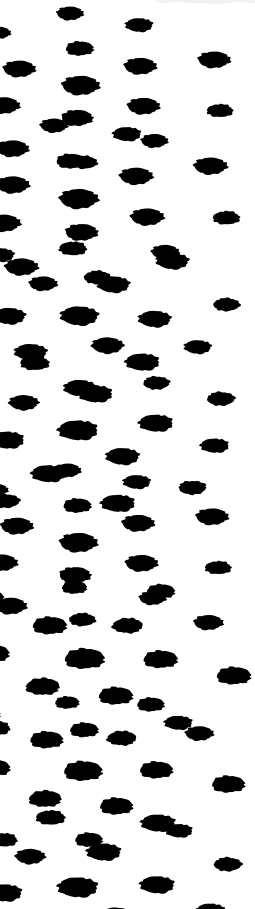
yet continues to evolve its brand to keep up with an increasingly competitive space and more sophisticated customer.





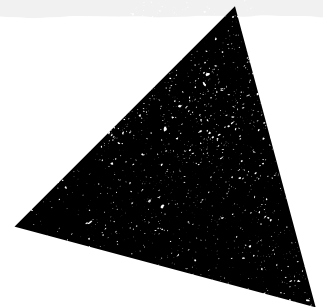
Your reputation has soured.

If your brand has garnered a bad reputation, it's having a major impact on your results. Rebranding mends or reverses negative associations with the former brand, but understand that **simply changing your name and identity will not be enough**—rebranding is an internal exercise as much as an external one. Unless the change is made and felt throughout, the reversal will be minimal.



Your stakeholders are not aligned.

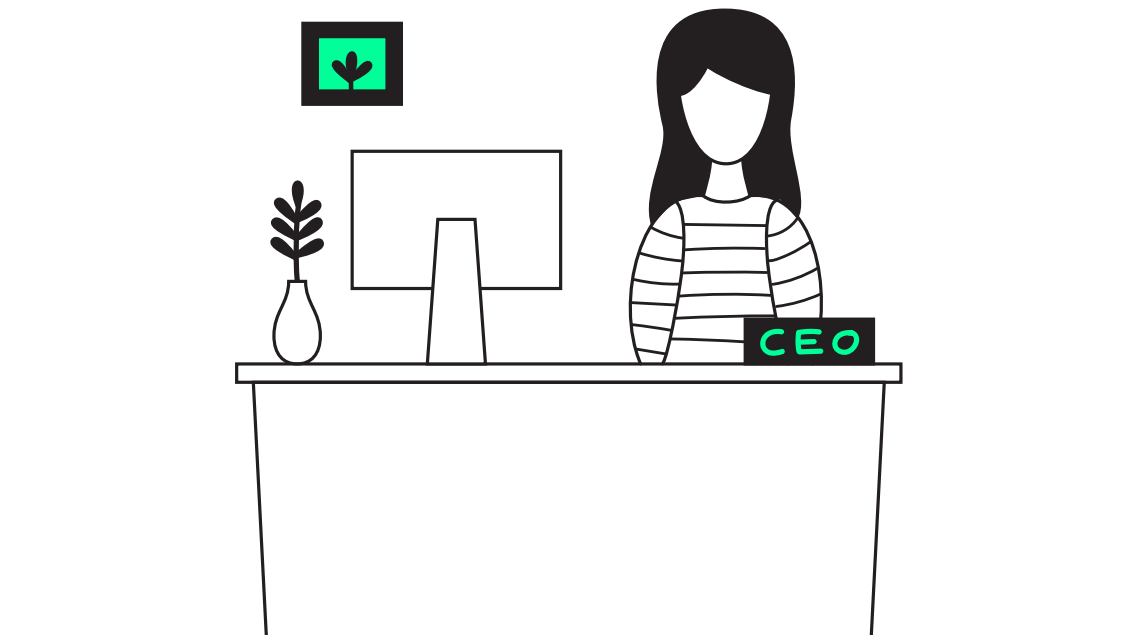
Rebranding is a daunting task. Too many legacy stakeholders with too much involvement are usually too close to the day-to-day. They cannot stand back and **take an objective look at the goals and audience perceptions.** Hiring an objective, strategic branding agency will prevent this problem.

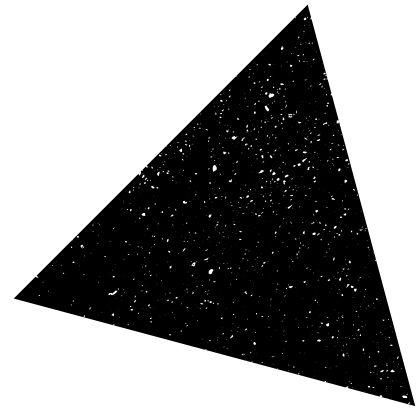




You have a new CEO.

Ah, the great executive rebrand—our favorite challenge. Change in business is inevitable. A new CEO can shake up an organization and undoubtedly influence the course a business takes. They may evaluate the current culture, assess the assets, and likely prioritize the brand of the organization. A new CEO marks a significant change in the trajectory of a company, and a new brand initiative should be considered. Word of advice to the new CEO: don't rush it. While wanting to build a new Rome in a day is admirable, take the time to accurately measure the performance of a new brand before unleashing it on your customers.



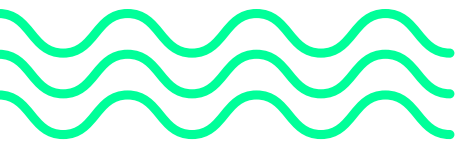


Your image is outdated.

One of the most common reasons for undergoing a rebrand is modernization. Over time, brands come across as old-fashioned and even out of touch with current consumers. In order to present your business capabilities as being “with the times,” rebranding your identity and collateral to match a more contemporary aesthetic is a good move forward.

When we were approached by Wakefield Reutlinger Realtors, they had been in business for over three decades.

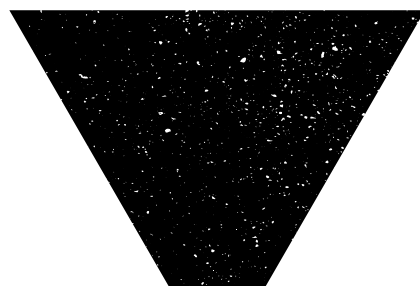
An update of their brand allowed them to resonate with a younger generation of new homebuyers ready to make their first housing purchase.





Your brand portfolio is expanding.

Organizations sometimes find a need to develop or acquire new brands. Over time, this means your portfolio of brands has become inconsistent or even incoherent. Also, maintaining and promoting multiple brands can lead to high costs over time. Rebranding brings multiple brands under one umbrella, streamlines costs and increases brand equity. When R&R Limousine expanded their services to capture bourbon enthusiasts and provide a VIP level experience, we branded the company as Pegasus to capture that audience and effectively expand their service offering.



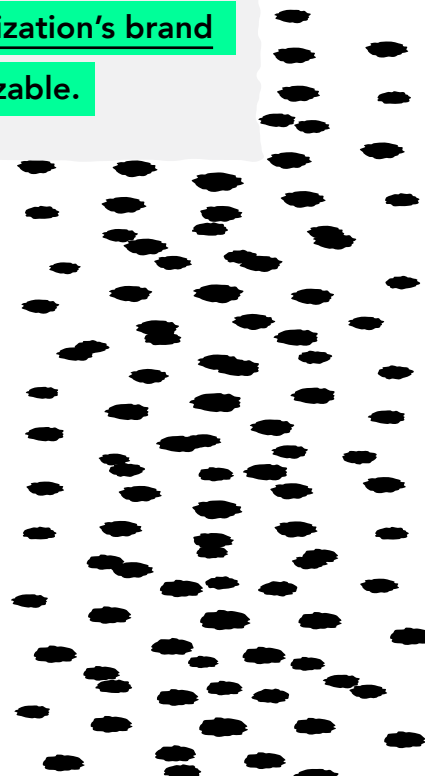


Your brand needs more components to operate holistically.

For a long time, for most small businesses, a corporate identity consisted of just a logo, a color palette and preferred type options. But in order to accurately and successfully communicate your brand, you need more elements.

Photographic styles, visual language (think patterns, icons, illustrations), a secondary color palette and even written styles (casual, formal, etc.), present your brand with more nuance and uniformity. The development of an organization's brand

must be comprehensive, unique and recognizable.

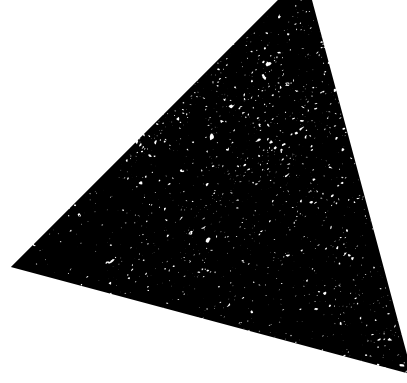


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You're not attracting top talent to your business.

Apple is ranked as one of the most admired companies. Why? Because people connect with their brand on an emotional level. Enough so that **people work tirelessly to get hired** there. Good branding attracts potential employees to a company and has a tremendous impact on the health and well being of a business in the long term. Rebranding your business not only sets you apart from competitors vying for the same talent pool, but also reinvigorates work culture that is lagging due to low morale.

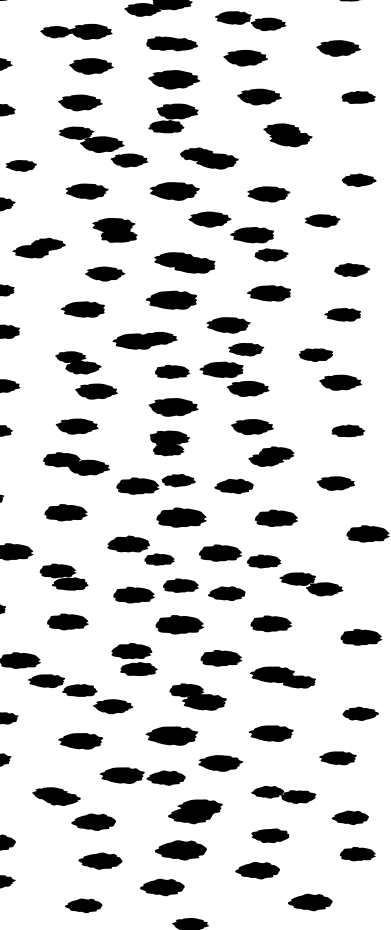




Your brand no longer aligns with your vision.

A company vision should be aspirational, but sometimes, a brand no longer matches the vision that the company is striving toward. A rebrand promotes growth, both internally and externally. Without it, a business has the opposite of vision: it moves without purpose and feels uninspired. In order to realign your vision, bring branding to the forefront. The Catholic Schools in the Archdiocese of Louisville needed a new brand to **unify their independent schools under one vision of community education.** A rebrand fueled success in bringing the schools together and reversed enrollment decline.





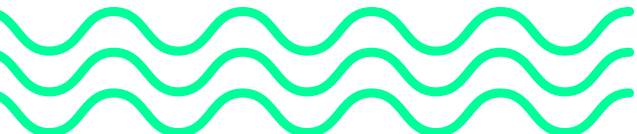
Conclusion

Rebranding is not for the weak-willed. It takes tenacity and a true vision for where you want your company to go. Branding is a long-term effort that never ends and should be reevaluated and scrutinized at every opportunity. As brand and identity experts, we uncover the authenticity of your brand and take it to the next level.

Contact us today for a complimentary brand evaluation.



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