

REBRANDING EXPERTS

**WE BELIEVE REBRANDING IS NOT A MARKETING STRATEGY
BUT AN ENTERPRISE-WIDE STRATEGIC GROWTH ACCELERATOR.**

REBRANDING CAN BE A JET BACK TO ACCELERATE YOUR BUSINESS SUCCESS

Rebranding Experts is a brand and business consulting firm solely dedicated to successful rebranding of businesses and organizations. We offer beginning-to-end strategy and creative services needed for the rebranding process and beyond. We bring process efficiency, save you time and money, and help make the right decisions to avoid unnecessary missteps.

We believe whole heartedly in the rejuvenating, focusing, and energizing impact rebranding can have on an organization's growth. We've experienced it firsthand time and again. It is our passion to help organizations successfully journey through the rebranding business transformation.

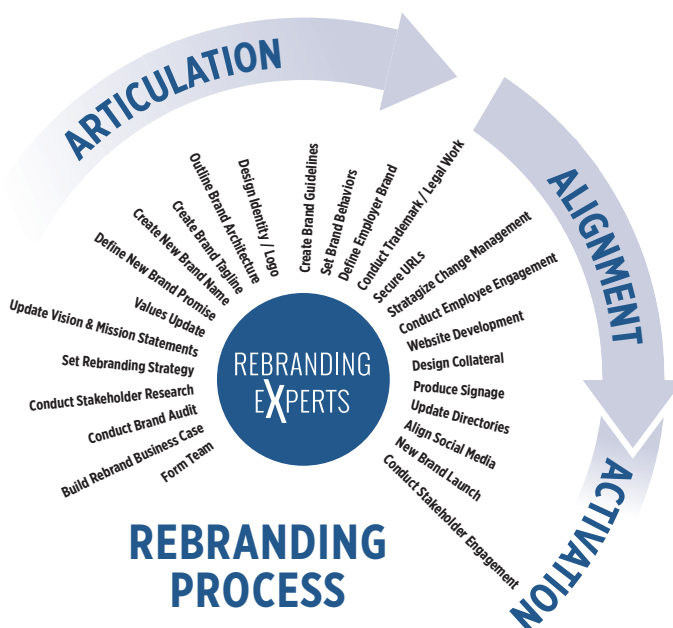


HOW WE'RE DIFFERENT

- Rebranding Experts is the only firm established to solely focus on rebranding. We were purposefully designed with all the necessary competencies and capabilities needed for the comprehensive rebranding process: brand strategy, creative, research, internal communications, change management, executive support, employee

engagement, influencer outreach and customer marketing. All delivered with project management precision.

- Our clients benefit from the experience we've gained across rebranding organizations in many different industries, sizes and varying degrees of complexity.
- We know what to expect in the process and guide you through all the steps and decisions. That saves you time and money, and avoids frustration and anxiety, so that you can continue to run your business successfully while completing this important transformation.
- A client service approach and process which helps relieve the anxieties and emotional journey of rebranding.
- We study rebranding, every day. We gather research, best practices, achievements and failures in rebranding to leverage in our work and share with our clients.
- Thought leadership expressed in content, speeches and videos.



OUR PROPRIETARY RESEARCH IDENTIFIES THE KEY FACTS YOU NEED TO KNOW ABOUT REBRANDING SUCCESS.

THE 10 COMMANDMENT OF REBRANDING

- 1 Use rebranding to accelerate growth.
- 2 Update your brand promise.
- 3 Revisit your mission statement and vision too.
- 4 Give your new brand elasticity.
- 5 Engage leadership from the start.
- 6 Rebrand from the top down, and inside out.
- 7 Seize the opportunity to initiate cultural changes that reinforce new on-brand behaviors
- 8 Utilize change management principles to align understanding and support.
- 9 Align all communications and actions behind the new brand.
- 10 Formally launch your new brand.

4 IMMEDIATE OUTCOMES OF REBRANDING

- CLARITY
- FOCUS
- CONFIDENCE
- ACCELERATION

#1 REASON FOR REBRANDING

GROWTH

REBRANDING RESULTS

IMPROVED VISIBILITY AND SALES

THE #1 OBSTACLE TO REBRANDING

INTERNAL ALIGNMENT

7 DEADLY SINS OF REBRANDING

- 1 Not embracing the full potential of rebranding.
- 2 Not engaging leadership.
- 3 Being too rigid.
- 4 Not taking the necessary time to rebrand successfully.
- 5 Not budgeting enough to implement successfully.
- 6 Not anticipating resistance.
- 7 Failing to recognize all your potential stakeholders.

5 QUESTIONS TO ASK BEFORE REBRANDING

- 1 What problem are we trying to solve?
- 2 How is that need aligned with our strategic plan?
- 3 What is it about our current brand that is limited our success?
- 4 What's changed in the marketplace or with us?
- 5 Do we have the resources to successfully rebrand?

SUCCESSFUL REBRANDING REQUIRES...

- Commitment, Stamina and Bravery
- A New Story
- A New Customer Experience
- Change Management
- You to Grasp the Future

AVERAGE TIME TO REBRAND

18 MONTHS