Rebranding execution 101

This is how you elevate your rebranding.
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WHY SHOULD YOU READ THIS WHITEPAPER?

You are in the middle of a rebranding process. A creative agency has delivered a beautiful new brand design and values. Now what?

How do you succeed with the brand launch? How do you secure a proper introduction of your new brand and meet your objectives? Are you going to send an email to everyone and attach the new guidelines and expect everyone to act on that? Or should you step it up a notch?

Rebranding failure can be caused by several factors. We are not here to argue the importance of proper research and testing of a new logo or a new tagline. We are here to discuss the importance of brand consistency and recognition and how this is essential if you are going to succeed with your rebrand.

The question you need to ask yourself is, how do you achieve brand consistency upon launch of your new brand?
“Having inconsistent visuals makes the process of nurturing trust and becoming remembered a nightmare – you’ll be introducing yourself to them for the first time every single time”¹, Taughnee Stone.

The importance of branding

Apart from the obvious purposes of a brand giving a name and identity to a product or service, a brand is also an important factor for the success and growth of a company and therefore an asset that concerns the entire company, not just the brand and marketing team.

Regardless of the decisions behind rebranding, there are several factors that will affect the successfulness. And any way you twist and turn, it all comes back to the strength and consistency of the brand you build.

In other words, when it is time to launch your new brand, you have to make sure you establish a solid ground that secures the consistency required to build a (new) strong brand.

The decision to rebrand should not be underestimated and the processes that takes place in finding the new brand takes time and resources. If you thought finding that new you was the hard part, think again. The road ahead will be challenging and how you rise to the challenge can mean the difference between rebranding failure or success.

Nevertheless, failure is not an option. Let’s take a look at the required musts for rebranding success.

A consistent brand presentation can increase revenue by as much as 33%².
The challenges of rebranding

A brand is not just a name. It consists of a range of assets and effects, both physical and conceptual, created to establish not just a brand identity, but also to serve a market purpose: Brochures, products sheets, website, social media platforms, advertisements, images, logos, promotional items ++. Assets and effects that naturally are affected when rebranding happens. Everything needs to be created, renewed, updated and shared.

So far, the marketing team remains in control. The challenges line up as soon as you start execution. Have you ever heard the expression “it takes a village to raise a child”? The same can be said for branding. You need your entire company and your stakeholders to properly adopt and deliver everything about your brand to achieve complete brand consistency.

Journal of Brand Management discusses the important of people in the process of building customer experience and how the actions of employees affect a brand. And if that was not enough, 70% of customer brand perception is determined by experiences with people. In other words, you need to have everyone on board if you want to succeed.

Which takes us to the real challenges. Beyond the new assets, collateral and updating a range of platforms and channels. How do you properly manage the distribution and communication of your new brand and make sure your new brand is adopted throughout the entire value chain? Again, safeguarding brand consistency!
Rebranding execution 101 | This is how you elevate your rebranding.
The aftereffects of the rebranding decision

The decision is made, and the new brand is handed over by the creative team. You are now entering stage two of the project, rebranding execution. Whereas management was heavily involved in stage one, perhaps you are more on your own now and it is up to marketing to initiate the execution.

Hopefully, it is all accounted for, but it is not uncommon that the aftermaths of management decisions hit you hard. Simply put, rebranding is expensive and it requires manpower. Do you have the hands to deliver the new brand on time and support your company with all needs that follows with a new brand?

When companies rebrand, it usually costs them 5-10% of their yearly marketing budget.

- Who needs to be informed?
  - Employees, partners, stakeholders, distributors, offices, subsidiaries, stores +++

- How are you going to inform them?
- What is their role and responsibility in the rebranding execution?
  - How do you instruct and coordinate their tasks?

- Are the guidelines accessible and are they easy for everyone to use, or is it a static pdf with tons of information?

- Are all new assets and collaterals created and ready to use?
  - Are they accessible?
  - Is local tailoring needed? Language, formats ++

- And many more...

The aftereffects drain resources in more ways than one. Fortunately, there is technology that can help you with the implementation and make sure execution runs smoothly.
Make use of Brand Management technology

Brand management software is designed to help companies adhere to their brand guidelines when creating and using marketing materials, sales collateral, and communication strategies.

In a rebranding process you are not just facing the challenges of distributing a brand across your company, stakeholders and establishing the new brand presence. You are also replacing a brand and don’t have the luxury of starting from scratch, building the brand step by step in your own pace.

The list of to do’s is extensive. But updating everything is one thing, making sure every stakeholder make use of the new brand is an entirely different story. Reality is that marketers are often faced with old logos and assets remaining in circulation. The fact is that not everyone, unless you have a killer internal brand management strategy in place, has a relationship with the brand they are representing. Consequence, brand identity crisis.

**With an online brand management platform in place, rebranding execution will be a piece of cake.**

Simply put, this is a lifesaving tool. Think about it. The enormous task list that comes with rebranding – communicating and distributing the new brand seamlessly and timely to everyone and ensuring it is taken into use...

With the support of a brand management platform, you’ll be able to collect, structure and distribute every piece of your new brand from one single location.
Online brand guidelines

60% of B2B brands say that their visuals or content doesn’t conform to brand guidelines.

A brand needs rules and guidelines. However, a brand is not stronger than its weakest link. So, you need to make your new guidelines work. With a brand management platform, you’ll have an online brand book. The beauty with this is the flexibility and the dynamics that allow you to give life to your brand – accessible and applicable.

Collect everything about your brand in one place

- Brand values, logo policies, colors, typography, brand visuals ++ all nicely put together in an online platform, making it easy to maintain your brand to an excellent standard.
- With everything collected in one place, maintenance is at ease, your brand will always be up to date. A single source of information and truth.
- The online solution keeps your brand always at-hand regardless of time zone or manpower availability. Typical bottlenecks are eliminated, and you don’t risk local creatives wrecking your brand.
- Brand application is easy. A pdf document explaining the do’s and don’t is not really helpful in the long run. A brand management platform, however, connects the dots between guidelines and the actual assets and makes it easy for anyone to apply your brand as intended.
- Brand distribution is reliable. No need to send emails and files and then wonder if it was received or even read. A brand management platform becomes that one source of truth and you’ll be able to monitor usage in real-time.
Digital Asset Management system (DAM)

A brand comes with a considerable amount of assets. Any file that contains a logo or is relevant for your business, is an asset.

Old logos or files in use, is something most marketers are struggling with. And we are also aware of the damage it brings to a brand. For your rebranding process to be successful, you need to make sure assets are reachable and avoid brand confusion.

First, let’s take a detour. It’s not uncommon that brand assets are spread all over the place, stored on desktops and in folders you didn’t even know existed. And of course, regardless of how determined your efforts have been in avoiding this and making sure everyone is using the correct and valid assets, your attempts remain unsuccessful. The fact is that if you don’t have an established location for your assets, this will continue to happen.

Coming back to DAM and why you need it is important to have when you rebrand. A digital asset management system allows you to collect and structure all assets and connecting them to your brand guidelines online, while always having the last and valid version available. It simply empowers a reliable source of information.

In other words, your assets are available, usable and always updated. And what can be better for your new brand than this? Your new brand is at ease.
Template technology

The increasing demand for personalization and local marketing efforts requires companies to step up their game regarding digital assets and content. In many companies marketers are doing their best to fulfill these requests manually, but is it ineffective and it takes focus away from the branding process?

What are the options?

Well, digital content and asset production is expected to continue growing and there will be limits to how fast your marketing team can meet the future needs. Already in 2018 Gartner predicted that by 2020, 90% of consumers brands will have bottlenecks in their digital content production.

It goes without saying that a rebranding process calls for an enormous amount of new content and assets. Instead of attempting to pre-create and make everything available as static or pre-made assets, you should consider investing in online design templates.

By combining pre-defined assets with adjustable assets you are establishing a usable brand that will rock your rebranding process and achieving brand consistency is easy.

Online design templates allow anyone to create their own assets without breaking the brand rules. Anyone can have their needed assets in seconds, and there is no delay or bottlenecks waiting to happen.
Online brand shop

It’s not only a new set of assets that occurs in a rebranding process. Promotional items will also need a renovation. You can definitely set the rules in your brand guidelines and allow for self-localization and ordering. However, if you want to keep your rebranding costs down and take advantage of economies of scale, you should consider an online brand shop.

Imagine setting the standards of your promotional items at your desk; selecting items, colors, sizes and logo placements and then make everything available in an online shop that makes it easy for anyone in your company to order. Either from your own stock or connect the basket to a preselected local vendor or printer.

There are no limits to what you can include in your branded shop or how you want it distributed. A shop will basically allow you to create seamless workflows and distribution of branded items securing brand consistency.
Online planner

When you are rebranding there is a whole range of activities that needs to be coordinated and executed timely and organized.

Communicating with stakeholders, internally and externally, perhaps you need to attach documentation and material, plus there is a time-factor in the equation as well. With an online planner you can be at the top of your game and in front of your rebranding execution.

Structure and initiate your plans timely and connect necessary documentation, assets, templates, or promotional items and execute with ease. Maybe you think you can sort this out with your mailbox. Well, can you control who read your email, can you send any file size or can you schedule for automatic execution? We can all agree that planning and execution is a whole lot easier when you can plan ahead instead attempting to coordinate and execute in real-time.

And the best part, you can do it all within the same platform. One access point – One source of truth.
Summary

When rebranding you can’t afford to fail. A rebranding process is a costly process to begin with. Think about the costs if you don’t manage to get your new brand to the market as you intended? Many companies have made the attempt to rebrand and failed. Brand confusion is a known cause.

It’s no surprise as we all can agree that it takes an enormous effort to make it right. Before your execute your rebranding plan, plan wisely and make sure you plan for success.

—  Do you have the proper set up for distribution?
—  Do you have enough resources to execute?
—  Do you have enough resources to support your company with the new brand?
—  How are you going to follow up and make sure everyone adopts your new brand?

Conflicting brand usage accounts for a 56% damage to brand credibility, making it nearly 30% harder to compete in the market.

In order to avoid brand deviation, make your brand is usable from day one: The easier it is to access and apply your brand, the more chance you have of achieving brand consistency.

Set the new standard for your brand: Leave nothing at chance. By collecting everything in one platform, creating seamless workflows and making your brand reachable, you stand a better chance of success. No more guessing where to find anything anymore.
The benefits of a brand management platform

The keywords are always available and updated.

**Seamless brand processing** | By using a brand management platform when rebranding you establish an intuitive and easy to use branding system. Users can simply follow your directions for downloading, creating and applying the new brand without any skills or brand know-how.

**Brand consistency** | With everything available in one single platform, you no longer run the risks of local creativity and brand short-cuts. You can rest assure that your brand is applicable and ready to go.

**Improved time to market** | When rebranding, time is of the essence. By having assets and templates ready to use, your company can easily deliver and distribute the new brand in no time.

**Marketing efficiency** | With the huge task list that comes with a rebranding process, you want to make sure you can work as efficient as possible. A brand management platform allows you to master the rebranding smoothly and efficiently from one single location.

**Ease of maintenance** | Brand maintenance takes a huge chunk out of our daily working hours and when rebranding, you can be sure there will be many assets, rules or templates that will require some extra attention. However, when everything is neatly stored in one place, maintenance is a breeze. Simply update that one file and everyone has access to the latest version. No questions asked.

**Real-time monitoring** | When rebranding it is especially important to have the knowledge about how everything is running. Is your new brand guidelines being read? Are the new assets in use? Are the marketing initiatives executed as intended? With a brand management platform you’ll have full control of your planning and execution.
Our recommendations

The functionalities and capabilities provided in brand management platform will vary. It’s important that you are familiar with what options are available and then make an assessment of what is important for your brand and company.

Even though you are rebranding, and this is what kick-started your need, we recommend you’ll think long-term. A rebranding process and reaching your goals can take years, make sure you are set up for the journey. Look for a brand management platform that fits your brand and company now and in the future.

For additional inspiration on brand management, have a look at our whitepaper: Marketing and brand management, why should you invest?
Endnotes

2. Lucidpress 2019
3. https://desk.thecontentcloud.net/inspiration/rebranding-is-it-always-worth-it#YCi7uhKHPZ
BRANDMASTER IS ONE OF EUROPE'S LEADING MARKETING AND BRANDING SOFTWARE AND SOLUTION COMPANY. WE PROVIDE ONLINE DIGITAL TECHNOLOGY FOR CUSTOMERS WHO NEED MARKETING- AND BRAND MANAGEMENT SOLUTIONS TO DECREASE TIME-TO-MARKET, INCREASE CONTROL AND REDUCE MARKETING EXPENSES.

About BrandMaster

When we set up our company in Oslo back in 1998, we did so with a clear focus: to help marketing teams manage their workflows and build strong, sustainable brands. Our team of digital designers, marketers, developers and brand consultants created a system which would redefine how things are done and give clients the tools and know-how to up their game. They were quick to recognise the operational and commercial benefits this would bring and our vision soon became a viable business. That was then and we’ve never looked back. Today, BrandMaster has evolved to become a market-leading, modular management platform, trusted by global enterprises, successful brands and ambitious start-ups. As for us, we still work from our HQ in Oslo and you’ll also find us across Europe and the US.

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