

HOW TO:

DETERMINE IF IT'S TIME TO REBRAND OR REPOSITION

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BACKGROUND

How do you know if it's the right time to rebrand or reposition? When it comes to rebranding, we're referring to changing the name of the organization and enhancing all of the core strategic, design and internal cultural components that must work together to build organization image, reputation and trust. A **rebranding**:

impacts every facet of your organization

fundamentally changes your organization

is really a long-term change management initiative

requires top-down commitment and demonstration

Repositioning, on the other hand, equates to updating messaging and or image at the corporate or product and service level, but not changing your name.

GETTING TO THE RIGHT ANSWER

➤ Has your organization outgrown its name?

Either because of the depth and breadth of your offerings or because you're taking the business in a different direction. If the answer is yes, it's time to rebrand.

➤ Is your visual identity out of step?

Is there evidence that your visual identity, beginning with your logo, is outdated? If an aesthetic overhaul is what's needed, it's time to rebrand.

➤ Is there misalignment among your audiences

Do senior leadership, employees and customers all have varying perceptions of your corporate brand? If so, it's time for a rebrand.

➤ Is your messaging or image out of step?

If your name is right but your messaging and/or image are wrong, repositioning is the right solution.

➤ Is it time to go all in on both?

In our opinion, a corporate rebranding should always contain some elements of repositioning. Otherwise, the substantial resources and time commitment required are only painting a superficial picture. Rebranding when combined with true repositioning is a powerful way to signal substantial and meaningful change.

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Founded in 1999, Trajectory is the specialist branding and marketing agency partnering with clients across the health + wellness continuum to grow better business. Reach us at 973-292-1400. [trajectory4brands.com](https://www.trajectory4brands.com).