

HOW TO:

AVOID THE TOP REBRANDING MISSTEPS

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BACKGROUND

Rebranding initiatives are major milestone events where everything is evolving: strategically, creatively, internally and externally. Typical reasons for a rebrand may include:

mergers or acquisitions

an organization's goals shifting in a new direction

updating a brand that no longer resonates in an evolving marketplace

an organization name no longer reflecting the depth and breadth of offerings

TOP EIGHT REBRAND MISSTEPS TO AVOID

Given their magnitude, here are eight missteps to avoid to ensure you realize the returns of a rebranding.

- **NOT UNDERSTANDING THE MAKEUP OF A BRAND**
A brand defines what a business is about in the hearts and minds of its audiences. Beyond a logo and slogan, it's the thread that runs through purpose and story, culture, strategy, design, communications and experience.
- **CLINGING TO HISTORY**
One major reason to rebrand is to maintain your relevancy. While it's beneficial to have a legacy to genuinely build upon, it's dangerous to cling too tightly to your history when so much around you is likely changing.
- **BYPASSING RESEARCH**
With so much at stake, this is not the time to rely on gut instinct. In order to be meaningful and relevant, you must understand, at least qualitatively, current perceptions of your internal and external audiences.
- **A TEAM OF ONE**
Rebranding impacts the entire organization. As such, there should be a senior cross-functional team of flag bearers for the initiative outside of one internal point person tasked with oversight and implementation.
- **NOT ADAPTING A PHASED INTERNAL APPROACH**
Done right, a rebranding should pass through three deliberate internal phases: launch (where employees hear it/feel it), post-launch (where employees learn it/engage in it) and ongoing (where employees live it).
- **OVERLOOKING THAT BRAND GUIDES CULTURE**
The only way to ensure that your rebranding has the power to align your organization-wide teams is if your brand is center stage, guiding the everyday actions of those who drive your business performance.
- **LIMITING TO A CAMPAIGN**
A new ad campaign and an accompanying new slogan do not equal a rebranding. Brand strategy – as an extension of business strategy – should lead marketing and advertising, and not the other way around.
- **SPRINTING RATHER THAN A MARATHON**
Prior to, and during launch, there's anticipation, excitement and action. But after the launch, momentum needs to be sustained as a rebranding is a marathon and not a sprint.

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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).