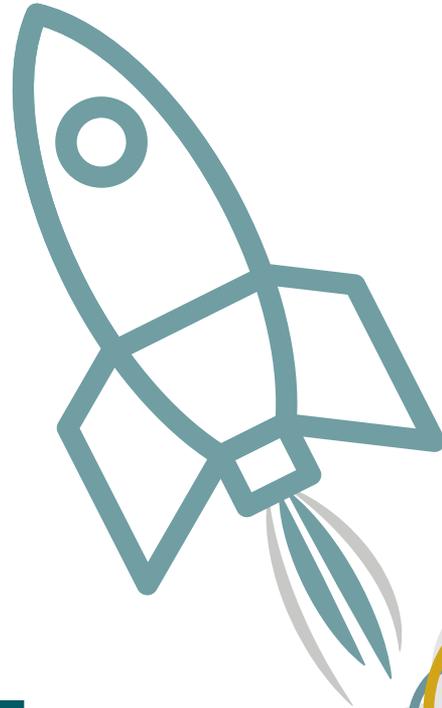


READY. BRAND. LAUNCH.



Linda Kleist

What Every Marketing Director Wished Their CEO Knew About Branding

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“The way a company brands itself is everything – it will ultimately decide whether or not a business survives.”

– Richard Branson

WHY THE NEXT 30 MINUTES WILL CHANGE EVERYTHING

Big Name Branding Blunders

We shake our heads when national companies make phenomenal branding flops.

People still talk about the Gap rebranding debacle of 2010. When Gap announced its new logo, heated negative feedback flooded social media streams and people insisted that Gap bring back the original logo. Gap responded and reinstated the old logo, pulling off perhaps the fastest rebrand reversal ever, in just one week. Sloppy and careless, it remains a stellar example of a wishy-washy rebranding strategy.

RadioShack unsuccessfully tried to revitalize its brand in 2009 by updating their logo. The rebranding was accompanied by a weak message without real substantive change. The new look did little for the company's reputation and sales continued to slow. Then, in 2014, when they worked on a genuine rebrand—by defining RadioShack's true value and how to differentiate the company from its competitors—it was too late. The company filed bankruptcy in 2017.



Where would RadioShack be today if they would've made the 2009 rebranding effort about first going back to their roots? Radio Shack had been a DIY resource for inventors, engineers, tinkers and explorers; through the years, they muddled their brand, becoming just another store to get batteries and cell phones. What if they had rebranded by building on the unique qualities people had once valued about RadioShack?

How different would the outcome of the 2009 rebranding been if they had updated the logo with the message that RadioShack is the place to find anything the DIY techie can dream of? Imagine opening rebranded stores with coffee bars and energy shots, where techies could gather with knowledgeable employees, peruse

aisles of components, and build their own computers, audio equipment, or 3D printers.

At the time, they had the financial capacity to redesign stores, rethink inventory, and rebuild a community of DIY techies that could be inspired and connected, becoming passionate about the brand, both in the store and online.

Branding blunders of small businesses may not make the news or carry price tags in the millions of dollars, but why pay the price of a missed opportunity for growth and potential loss of precious brand equity? Do you think your small business brand equity is too small to worry about? Think again!

We wrote this book to save small businesses everywhere from branding blunders and mediocre rebranding launches.

This book is for small business marketers

Disclaimer: *We've highlighted our clients in this book not to serve as a portfolio piece, but to celebrate big-thinking branding on a small business scale. There's plenty of content out there about how the big brands do things right, or wrong. (We saved the big names for our "Cautionary Tales.") We want you to see how successful rebranding can be done with small business teams on small business budgets.*

In the 30 minutes it takes you to read this book, you'll acquire actionable ideas and the start of a plan to leverage your launch for exponential returns.

Why is this important? Because rebranding is so much more than updating your logo.

An intentional rebranding will bring your company a new opportunity to revitalize your culture, resonate with customers, generate earned media, and bring new, tangible energy to your organization.

How to Use this Book

This book is intended to serve as a guide to equip you to get the most from your company's rebranding. When your leadership team decides that "We need a new logo," you'll be equipped to truly set your business apart from the rest. A rebranding is the ideal time to clarify your unique offering and establish your position in the marketplace and in people's minds.

What do we want to accomplish with our rebranding?



After our rebranding, we want people to:

know _____

think _____

feel about us _____

Covered in this book:

ROI: Execute a rebranding launch that will have a positive, measurable impact on your credibility and sales

CULTURE: Infuse employee enthusiasm for your organization's mission through a rebranding launch

CONNECT: Build awareness of the value your organization brings to people in the marketplace

CREATIVE: Concepts and approaches that will spark ideas to make your rebrand launch memorable and reinforce your unique brand message

Use This Book as a Planning Tool

You'll want creative ways to uniquely launch your rebrand that fits your mission, your culture, and budget while connecting you to the people with whom you want to do business.

As you read, brilliant ideas will naturally pop into your mind. ***DON'T LOSE THEM!***

You'll find spots throughout this book for Brainstorming Brilliance: these are places for you to capture your bursts of creativity.

David Allen, creator of the GTD System (Getting Things Done) points out that those creative flashes of brilliance only exist in your

mind for a few moments before life pushes them out and are often lost forever. Note those ideas immediately. Don't evaluate the quality of the idea, whether people in your organization would agree, or whether you have the budget to carry it out. Don't over-think them, just write.

Do this, and when you're done reading this book, you'll have gems of brilliance to evaluate and explore. Store this in your "Ideas File" and pull it out when it's time to plan your launch. These ideas will be springboards to other moments of genius when you brainstorm launch ideas with your team.

BRAINSTORMING *brilliance*

Ideas:

Possibilities:

Must Do:

Tip bit

Throughout this book, we will share bits of advice gleaned from over 25 years of working with leaders to transform their brands. We've learned from our clients and you can take the words of wisdom as a gift to save you from headaches and lead you to a rewarding launch.

A Brand Analogy

Re-branding, brand-refresh, and brand update: typically when someone uses these terms, they are talking about getting a new logo. That definition is limiting — it only goes skin-deep. The goal of this book is to take you on a journey to a deeper execution of re-branding that exponentially delivers layers of return.

Your logo is the face of your business. Like your business name, it identifies you. When people see your logo, they are instantly connected to their experience with your business — whether positive, negative, or none.

In presentations, we help people understand the concept by comparing a business with a person.

People are identified by their name and face and so is your business. People have core values that drive their behavior. So does your business. Your business also has a personality, style and — just like a person — your business brings value to the world. (If it doesn't, you won't be in business long.)

AN ANALOGY

A business is like a person: Both have their brands.



Name
Face (logo)
Purpose
Personality
Core Values
Style
Productivity



So getting a new logo is like getting a fashion make-over, or even a face-lift. A professionally executed design will make a positive impact in many ways. Still, the marketplace is immensely competitive and you will want to set your brand apart in people's minds with a distinctive difference in substance — in the value you bring to people.

Two Goals of Branding

If you think getting a new logo is something you're supposed to do because your competition is doing it, save your money.

The goal of branding is two-fold: ***Build trust. Be remembered.***



Build Trust

“Trust is the ultimate shortcut to a buying decision, and the bedrock of modern branding.”

– Marty Neumeier
The Brand Gap



Be Remembered

“For a brand to survive and thrive, it must build an identity that differentiates it from its competition.”

– Jack Trout
Differentiate or Die

BUILD TRUST

Continuity builds trust.

A great brand story connects your organization today with its roots — building on your organization's history. Most often, every organization's differentiating value is found in its beginnings — it's the element which initially brought success. As businesses grow, leadership often loses touch with it and in an effort to play it safe, or add new streams of revenue, they let the company slip into the bland brand abyss.

It's an exciting part of our work at Identity Creative to see people get energized when they reconnect with the motivations and values that are part of the origins of their company. It makes an impact on your employees and customers today and clarifies the vision for the future.

Consistency builds trust.

What are you telling people about your product or service? Does your company deliver on it consistently? How do you measure delivering your unique benefit consistently? Start with your brand promise. See more about creating one on page 22 (*A Promise Worth Keeping*).

Consistent quality of design and presentation is immeasurably important as well. Big name brands guard their brand identity standards with great diligence. Design is a subliminal message that builds credibility: most people won't notice consistency, but they will pick up that something is amiss when your logo is stretched and there is not continuity in your marketing. Maintaining consistent, professional design is a no-brainer.

BUILD TRUST

Authenticity builds trust.

Beliefs create values.

Values drive behavior.

Behavior shapes culture.

People experience the beliefs, values, behavior, and culture of your brand. By identifying core values and living them in your business, you create an authentic culture that people can trust.

Living by your stated values is a pillar of a strong brand. Core value statements should be unique, authentic and portable (easily shared).



Our *Core Value Excavator Survey* is a free tool we use as part of the discovery process to help circle-in on the unique values which drive decisions and behaviors in your organization.

BE REMEMBERED

Different is memorable.

Your key differentiator is what separates you from the rest.

What innovations and improvements, new products, meaning, or ways you enhance service to the customer can you highlight? If you don't think you have any, then find something you can successfully and consistently build upon that **cannot be easily copied** by your competitors.

Focus is memorable.

Be clear about what you do and resist the fierce temptation to be most things to most people. A generalist suffers in today's market where the niche is remembered. A clear message will resonate with your ideal customers.

Connection is memorable.

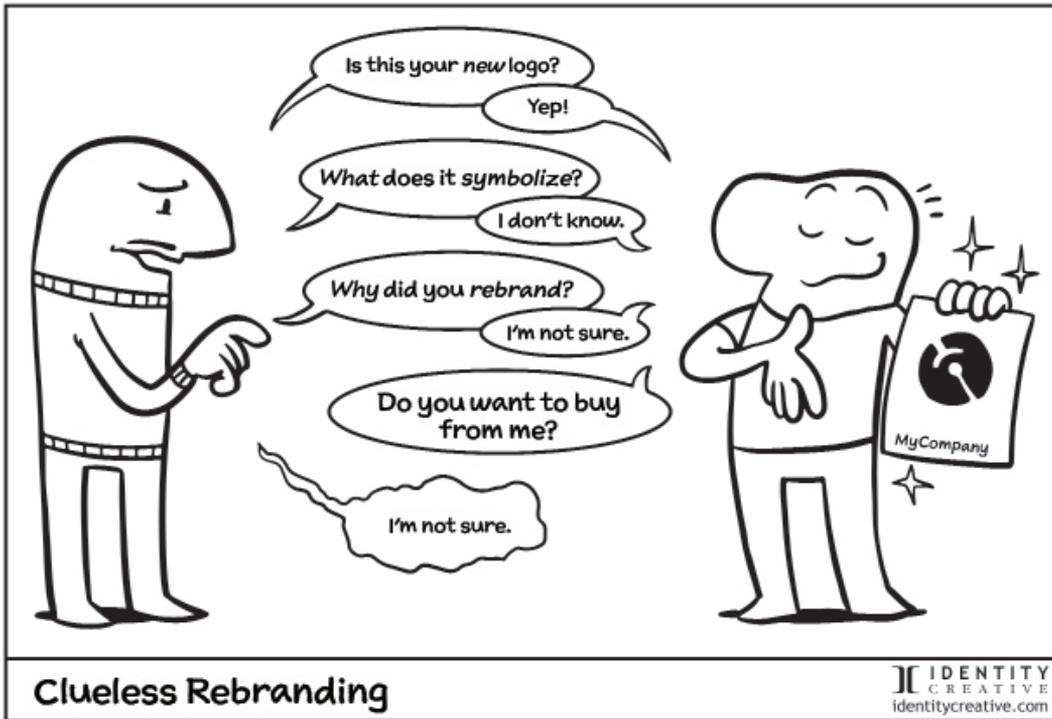
Think values—your market's values. Of course, every sales leader understands this, though it's easy to overlook when planning a rebranding launch. With every customer interaction, the effort has to be delivering on what they value. Your rebranding launch is the ideal time to make sure your message is on target. Connect your rebranding to something **they care about**. Do this, and you've made an emotional connection. That's the most powerful connection.



“A brand is a singular idea or concept that you own inside the mind of a prospect.”

– Al Ries

Positioning: The Battle for Your Mind



“The best thing you can do right now is to take a close look at every aspect of your business, your products, and your services, and determine at least one area where you have the potential for recognition and market dominance. Focus on that with every ounce of your social power.”

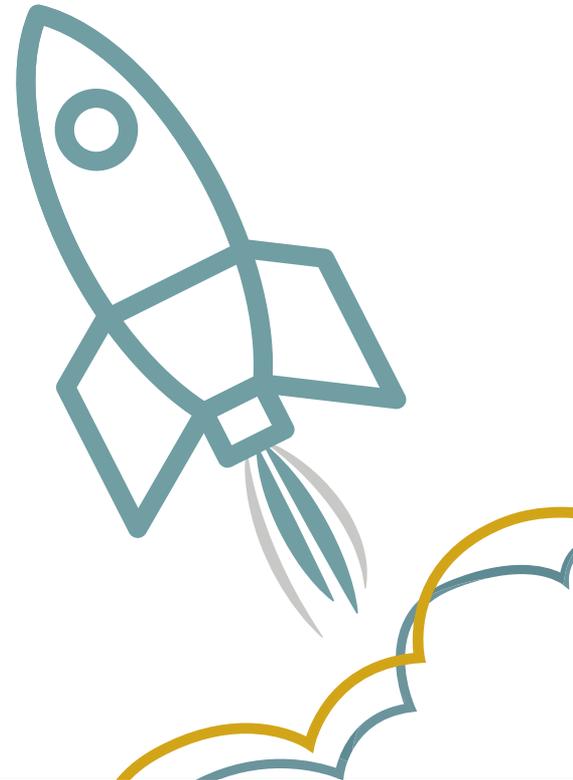
– Jeffrey Gitomer

MEANING MAKES IT WORK

When a company says, “Look! We have a new logo!” What do you think?

If rebranding is solely about getting a new logo, you’re missing the point (and leaving money on the table). Research has proven that a professionally designed logo with technical skill creates a positive impression. Yet, by itself, the new logo's worth is diminished if it has no substantive message or meaning attached to it.

The greatest return on your rebranding investment depends upon having a unique, authentic message that resonates with what people value and implementing the right tools.

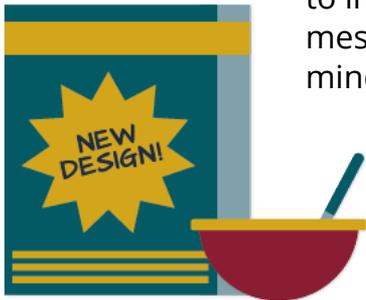


“New” Opens Minds

Neuroscience has demonstrated that the idea of “new” opens the window of people’s minds. That’s why manufacturers will add “New package design!” to get attention on a product shelf. Does it really make a difference to your taste buds if the cereal you’re pouring into your bowl is the same cereal, but in a newly designed box? Right, it doesn’t. But on a visceral, unobserved level it matters.

Science backs up the value a new logo design can bring in itself because it opens the mind and creates an unconscious impression. Yet, when you can say, “Look, we have a new logo...

and this is our compelling story,” you’ll be ready to imprint a strong, clear message into that opened mind. That is powerful.



A Compelling Story

Do you know what makes your business unique? Are you able to communicate it effectively so people easily grasp why you would be the company with whom they want to do business? If you can’t firmly and readily identify the foundational pieces that make your organization unique, invest the time with professionals in a brand discovery process to identify them, then develop creative ways to share them for your compelling story.

Then, when you introduce your new logo in a launch campaign, you will capitalize on that rare opportunity when people are taking notice of the “new.” You will have a unique message linked to your new logo that differentiates you from your competition. The rebranding launch becomes a profitable way to make a memorable impression, differentiate your value, establish a clear path for your unique brand strategy, and add longevity to your rebranding.

Define Your Brand

Intentional rebranding requires clarifying the true mission of your organization, the big idea you stand for, and identifying the key differentiators that set you apart from your competition. Branding explains why you exist, the value you bring to the world, and why people seeking the value you bring should do business with you. Without defining your brand, crafting your unique message will be an empty exercise. Without this foundation, you'll have little substance when introducing your new logo. Defining your distinct brand will deliver layers of lasting value well beyond your rebranding launch.

Defining your brand isn't easy. Business leaders often miss what makes their own business unique. Often they have a "secret sauce" that is so familiar to them, that they don't see the opportunity to build upon it as their brand's key differentiator. Bring in someone from the outside.

You have the capability to develop something beautifully unique. Inviting someone to challenge your leadership team and dig to discover your gold could mean the difference between significantly increased profitability or languishing in the marketplace.

BRAINSTORMING

brilliance 

Ideas:

Possibilities:

Must Do:

Tip bit

Keep Creative Sparks

When you're diving into defining your brand, your team may generate ideas that identify and describe the unique value of your brand in a fresh way. Keep these ideas in a special place. When it is time to develop the marketing collateral (website, social, brochures, etc.) and promotional pieces you'll need for your launch, you'll have these concepts at hand to help your team creatively express your unique brand.

What is at the heart of your brand? Your Purpose. Your Mission.

Purpose ignites passion. When you can passionately tell others why your business exists and why it makes the world a better place, you'll cultivate (or rekindle) zeal within your organization's culture and draw the right people to you. Purpose fuels your brand and adds value to seemingly insignificant tasks. A clear purpose is the life behind everything you do – starting with your rebranding launch.



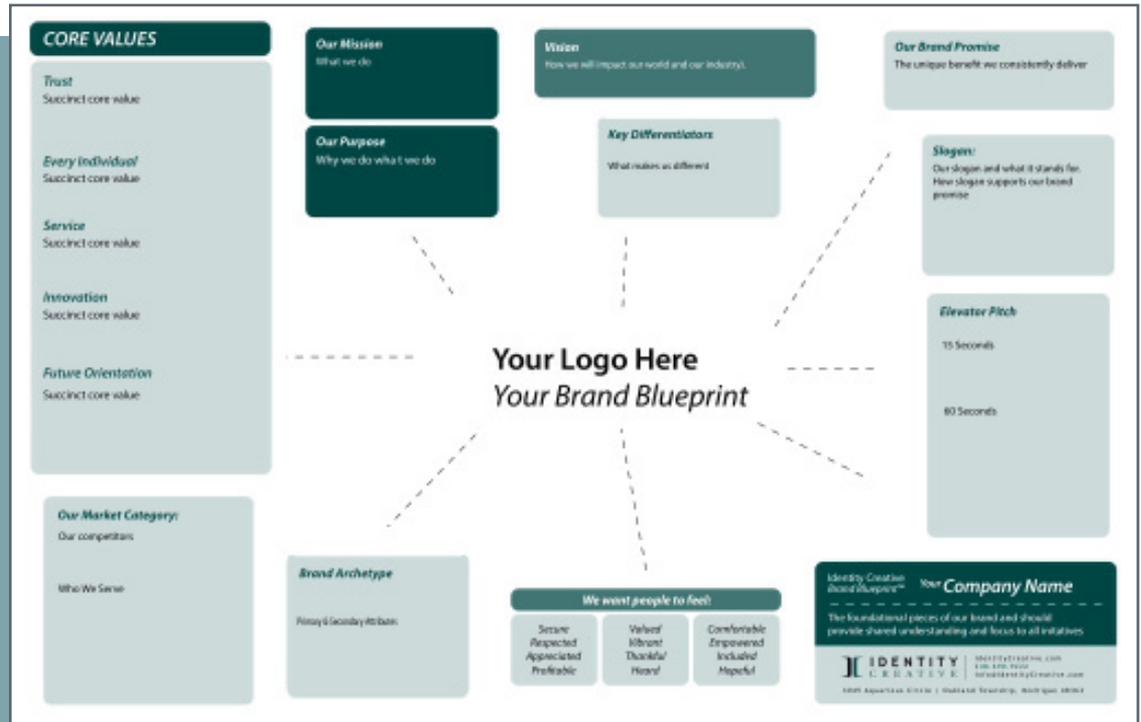
“Passion simply means you care deeply. Make a mistake, and people will forgive you because they believe you care.”

– Dave Ramsey
EntreLeadership

Organize Your Brand Strategy

The Brand Blueprint is a resource we create for our clients to frame the abstract constructs of their brand.

This internal document describes your brand's unique contribution to the marketplace and outlines key elements and specific language to share them.



The Atlas Home Improvement Brand Blueprint

The Brand Blueprint is a custom infographic that codifies your brand to be more easily remembered and shared.

Companies use this blueprint for business strategy, marketing, sales, and employee training. Your people are the way the world will see, hear, and experience a remarkable brand.

Owners David and Darian Bobby grew their business from a father-son team to over 50 employees with a call center, fabricators, technicians and sales teams. They invested time into building the Atlas Home Improvement Brand Blueprint to get everyone on the same page--that the vision, promise and values on which they built their brand would be consistently experienced by every customer.

Founders & Owners, David & Darian Bobby



CORE VALUES
Guiding principles for all actions.

Professionalism
By continuing to improve and maintaining the highest standards, we provide a worry free experience for our customers.

Team Building
Our team is built by valuing each employee's unique contribution to help us grow and succeed.

Educated Customers
Our focus is an educating homeowners so they can make better decisions on the company and products that will add value to their homes and enrich their lives.

Accomplishment
Our enthusiastic and passionate employees have the perseverance, ingenuity and resilience to overcome adversity, solve problems and maintain customer satisfaction.

Trust
Our organization is built on a solid foundation of Stability, Integrity, and Dependability.

IDENTITY CREATIVE
Developed with Identity Creative
IdentityCreative.com



Our Brand Promise
Atlas will provide every customer with superior craftsmanship, quality products and protect them with our Green Carpet Guarantees.

Our Mission *What we do.*
Our mission is to provide an exceptional home improvement experience, exceeding expectations with each customer contact so they know our people and company are different – that we will listen and genuinely care about helping them.

Our Purpose *Why we do it and how we affect our world.*
We bring value, independence, and enjoyment to the lives of our customers. Atlas is making a difference and saving lives.

Our Vision *The goal of all our work.*
Restoring credibility to the home improvement industry: With thousands of customer relationships built on trust since 1989, we are improving the reputation of our industry, one relationship at a time.



Who Are Atlas Employees?
Friendly, professional, and hard working

Whom Do We Serve?
Homeowners and Seniors

Atlas Brand Blueprint
A foundational document to provide shared understanding and focus to all Atlas initiatives.

Key Differentiators

- Family Owned & Operated
- Licensed Builder since 1989
- Fully Insured - Work Comp & Liability
- Employee Workers (No Subcontractors)
- A+ Rating with Better Business Bureau
- A Rating with Angies List
- 90%+ Gold Quality Rating (likely to recommend)
- CAPS Certified - Certified Aging in Place Specialist

Our Guarantees
Setting new standards in the home improvement industry with our Green Carpet Treatment Guarantees – provided and backed since 1989.



100% Money Back Guarantee

- Best Value Guarantee
- No Surprise Guarantee
- Certified Craftsman Guarantee
- Cleaner Than We Found It Guarantee
- Property Protection Guarantee

We want our Employees to feel:

Empowered	Valued	Inspired
Connected	Appreciated	Professional
Relevant	Progressing	Trusted

We want our Customers to feel:

Respected	Informed	Excited
Understood	Safe	Comfortable
Important	Proud	Relaxed
Impressed	Grateful	Happy
Smarter	Relieved	Satisfied



“There was a time when someone asked me what our brand was about and I didn’t know how to answer. Now, I’m confidently sharing our unique brand mission and the value we give our customers.

Detroit is the comeback city now, but when it had the worst economy in the nation (2009-10), we had a record-breaking year in sales. We believe our path to success was established years ago and that our company's consistent branding has been a big part of this.”

**– Darian Bobby, Owner
Atlas Home Improvement**

A brand blueprint is a tool you can develop to get your team on the same page, stay customer-focused, and keep your brand aligned. How does this touch the customer? They don’t need to see the brand blueprint, they need to

see and experience the beliefs and actions it codifies. It’s a way to reference your values, mission, and key differentiators and align every aspect of your business with them. Build this content into your rebranding launch.

Tip bit

Building on Purpose and Values

One of our clients holds a weekly, all-company meeting where an employee shares a customer service or team story and relates it to the company's mission or a core value. Talking about core values and attaching them to behaviors deepens them in the minds and behaviors of your team, strengthening the DNA of your brand.

BRAINSTORMING *brilliance*

Ideas:

Possibilities:

Must Do:

A PROMISE WORTH KEEPING



What is Your Brand Promise?

Everyone talks about keeping the customer front and center. Yet in every business, it's so easy for that objective to get blurred.

While KPIs for customer satisfaction can be set and measured, a brand promise is a simple way for everyone in your organization to establish clear expectations for customers and keep the goal of customer satisfaction at the forefront.

Misaligned and disappointed customer expectations can be the downfall of a company. A smart brand promise, consistently met, sets a company on a path to stellar success.

Building an Enduring Brand Promise

Once you've identified your key differentiator, build a brand promise around it. Consistently deliver on your unique brand promise and you'll win customer trust and loyalty.



Is your brand promise measurable?

Keep it simple. Make it clear and specific enough to mean something, but broad enough to reinforce your mission. It should also have room to be agile. Technology and

a global economy mean that any industry or market is subject to disruption — you want your brand promise to remain relevant.

Brand Promise Logic

A Brand promise **B** Brand strategy **C** Business strategy

If **A=B**, and **B=C**, then **A=C**

A Brand promise = **C** Business strategy.

A brand promise directly impacts business strategy. (See Cautionary Tale below)



When Misaligned Brand Strategy Felled a Giant

Do you remember Kodak? You likely won't if you don't remember dropping off a roll of film to be developed. If Kodak had developed the right brand promise and lived by it, you would know Kodak today and we might be "Kodaking" on FaceBook.

Here's why: Instead of building their business strategy around the promise to help people "capture moments to share," Kodak built their brand around "Quality Kodak Film." Instead of defining their brand as the innovative tech company that they were, they became enamored with the revenue from film sales and blindly handed their market advantage to others.



Some History

George Eastman, the founder of Kodak, disrupted an industry. He first invented shelf stable film in 1884, then invented the camera to sell the film. Eastman took the luxury of photography out of the exclusively professional realm and brought it to any amateur with the \$1 “Brownie Camera” and 15 cent film.

Kodak was first a technologically innovative company.

To most, Kodak appeared to have stayed true to their roots in their focus on film, but it was a serious miscalculation. Kodak’s true origin was disruptive technology.

If the leadership of Kodak would have defined Kodak as a technology company with the brand promise of “Capturing moments to Share,” (they had the slogan “Kodak moments”) they would not have missed the opportunity to continue to lead the market first with new technology that captures moments in time.

Did you know?

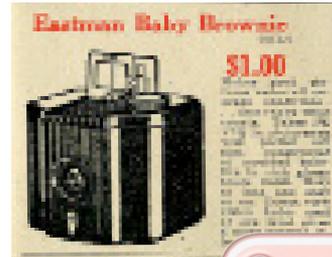
- » Kodak's engineers were issued 19,576 US patents between 1900 and 1999.
- » Kodak built one of the United States’ first industrial research laboratories in 1912.
- » 1989: Kodak employee, Steven Sasson, was the first to build a working digital camera. “Sasson and Robert Hills made the first DSLR camera, which wasn’t a jury-rigged prototype, but similar to the ones on the market today. It used memory cards and compressed the image. Sasson was told they 'could' sell the camera, but that they wouldn’t, for fear it would cannibalize film sales.”¹
- » Apple launched a digital camera in 1994, the QuickTake. It was actually designed by Kodak and had been released in Japan months before under its own brand name.
- » Kodak patented touchscreen technology.

A CAUTIONARY TALE (CONTINUED)



In 1976, Kodak had a 90pc market share for photographic film and an 85pc share of camera sales in the US.

In January 2012, it filed for Chapter 11 bankruptcy. The city of Rochester, NY, once bustling with thousands of Kodak employees, in places feels like a vacant industrial park. There are certainly a number of factors that played into the decision to bury the digital camera, compressed image, and touchscreen technology. Yet, if the decision makers had committed to delivering on a Kodak brand promise to “Keep & Share Moments,” Apple could be just another computer company.



If Kodak had nailed their brand promise, we might be Kodak-facing on Kodak phones.

The Brand Promise Test

1

It should be specific enough to address your unique benefit

2

It should be broad enough to adapt to disruption

3

You should be able to ask every customer, "Did we keep this promise to you?"

The following pages include brand promises we've created in partnership with our clients during the rebranding process. Take this opportunity to make sure your company's brand promise is unique, adaptable and measurable.

BRAND PROMISES



Reliability in every measure

Slogan:

Reliability in every measure

Promise:

Reliable precision is engineered in every package.



Slogan:

Fresher. Longer. Easier.

Promise:

Making exacting quality accessible to independent bakers.

BRAND PROMISES



PALETZLAW
INNOVATIVE LANDLORD ADVOCATES

Slogan:

Innovative Landlord Advocates

Promise:

Paletz Law commits to be readily accessible to fiercely protect the property rights of every client.



Benito's
PIZZA EST. 1979

LOVE the FLAVOR!

Slogan:

Love the Flavor!

Promise:

Our family's love of delicious flavor will flow through every item we serve.

BRAND PROMISES



Opportunity in Numbers

Slogan:

Opportunity in Numbers

Promise:

Through numbers, we find opportunities for growth and savings for our clients.



Slogan:

Collaborative Transformation

Promise:

Our clients will experience a rewarding journey from hope, to clarity, to long-lasting change.

BRAND PROMISES



CITY OF
**Sterling
Heights**

Innovating**Living**

Slogan:

Innovating Living

Promise:

We will create an environment of collaboration and reasonable risk to invite lasting and beneficial solutions to all community stakeholders.



**I D E N T I T Y
C R E A T I V E**

Your Remarkable Advantage

Slogan:

Your Remarkable Advantage

Promise:

We promise to capture your unique brand with creative excellence: you're going to love it!



16-Second Story™

Once you have your brand promise, you can build your 16-Second Story.™ You'll want this because if your message is too wordy or bland, it will lack impact, it won't stick, and it won't be shared.

First, zero in on a fairly universal problem that your prospective customers are facing and attach a word that captures an emotion. Next, solve the problem with your brand promise. Finally, wrap it up with your customer's successful resolution.

Their Problem + Your Solution = Their Successful Resolution



Building a Promise and a 16-Second Story: Executive Wealth Management

The financial industry has a plethora of constraints on their marketing initiatives due to compliance laws. These regulatory constraints do not allow financial investment professionals to make promises on the potential results of their service. Still, we can focus on the unique approach of the firm.



EWM's Brand Promise: We work to elevate every client's investment experience with our proprietary process and compassionate service.



16-Second Story™



PROBLEM:

People are unsure about who to trust with an investment plan to build their wealth.

RESOLUTION:

We work hard to elevate every client's investment experience with our compassionate service and proprietary Defend & Advance™ process for building wealth...

SUCCESSFUL SOLUTION

...giving people solid confidence in their investment plan and in their future.

Say it With Style

Once you have your 16-Second Story, give copies to everyone on your team. We recommend that everyone first put it to memory. Then they can practice tone and tweak the words so it's

easy for them to tell the story naturally and with passion. Make it a fun challenge with skits or prizes!

GET READY FOR SUCCESS

In business to business sales, it's common to fall into the trap of thinking you're selling to companies. It's just as true for B2B sales as it is in retail: you are selling to people and they have needs and apprehensions.

A Shareable Brand

Give people a story to share. A compelling image draws you to know the story behind it; your new logo has the same potential. Make sure your story is clear and unique with these 3 tips:

① Rehearse your key differentiating attribute and why it matters to your audience. How does what you do make a difference in their lives?

Your rebranding is a vehicle to connect with the right people. It is an opportunity to strengthen trust and help them remember you when they need you to solve a problem or want what you are selling.

② Clarify your brand promise. Restate it continually and how you'll keep it to your customers. Make sure it's accepted and actionable across your organization. Each person in your organization has a part in keeping the promise.

③ Be sure your message is portable. Be comfortable saying your 16-Second Story™ in a way that is natural, and say it often!

REAL LIFE CAUTIONARY TALE



A Stealthy Launch

In May of 2017, I attended an event held at the Detroit office of Michigan.com. Introducing myself to a Michigan.com

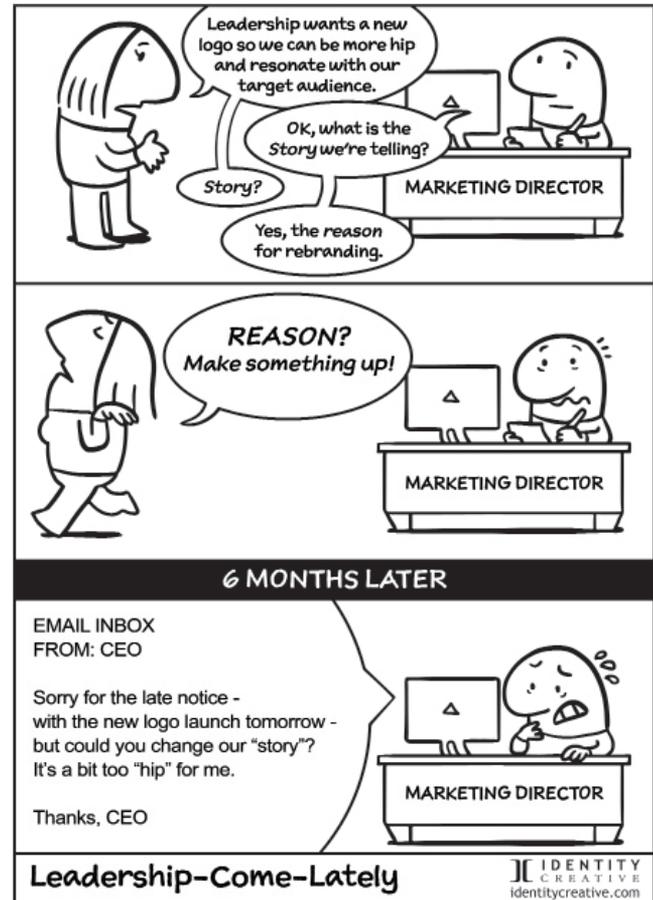
employee, I asked her to tell me about the organization. She replied, "It's kind of hard to explain. We're sort of a combination of the Detroit News and Detroit Free Press and other news sources under Gannett and online sites like Cars.com."

I replied, "Really? Wow, I live in Metro Detroit, grew up with these news sources, and I didn't know about this. When did this start?"

It was apparent that she'd been asked this question many times. She responded wearily, "Well, about a year and a half ago. It wasn't really announced well and there's still a lot of confusion about what we do."

My next question: "Did they give you any words to use when you talk to people?"

She answered with consternation, "No, we're all sort of figuring it out as we go."



Pave the Way for Buy-in

Not everyone will love, or even like, the new logo. But everyone can agree with your reasons for rebranding. With your symbol-story, they'll understand how you worked through concepts to conclude with this logo as the ideal solution. When the design is demonstrated to support the unique brand message and your story is compelling, the focus will be on the story behind the new logo and the unique value you deliver.

During the re-branding process, talk about it, both internally to your team and externally to the world, in such a way that they sense your enthusiasm for what is coming. You will be building momentum for your launch.

This is an opportunity for the leadership team to share and create enthusiasm for the unique benefits and value your business brings to people's lives. Before you ever reveal the new logo, they'll know why you needed to rebrand and your launch will have a greater positive impact.

Demonstrating the unique meaning behind the symbol cultivates employee pride in the logo and the company it represents. When your positive, unique, and consistent message enters the marketplace with the launch of your new logo, it's a huge win and builds valuable brand equity.

Collaborative Branding: Continually communicating the story behind the rebranding prepares your team for an authentic and dynamic launch.

Tip bit

Team Engagement

While your organization is in the early stage of rebranding, discuss with your branding firm ways that you can engage your employees. When they feel like they have contributed and feel connected to the outcome, you'll be rewarded with their enthusiasm for the rebranding launch and a greater sense of cohesion within your organization. It generates tangible energy and unity.

The MRPR managing partners put a high priority on having every one of their 35 employees contribute a level of participation in their rebranding process.



MRPR celebrates 40 years of creating opportunities for their clients.



Guests were greeted with pictorial walk-throughs of MRPR's history and included the MRPR Symbol Story.



MRPR flawlessly celebrated their 40th Anniversary with their new brand identity.

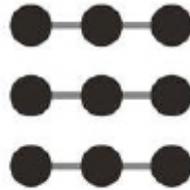
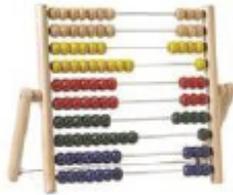
**Client
Success
Story**

MRPR Symbol-Story

The Symbol-Story communicates the meaning and message in their wordmark.

Points of Meaning:

An abacus is symbolic of "counting" in its simplest form. These symbols can also represent people and assume meaning when in relationship with one another



It's All About People:

MRPR is client focused, not transaction based. It's the people that matter most, on the inside, and the out.



Relevance Across the Table...

MRPR's attitude is that people build business and people come first. Working with each client, with their dreams for their business, family and future is what's fulfilling for MRPR.

MRPR CPAs and Advisors bring a team to every client: delivering expertise and a 360° perspective.

Get Organized for a Stellar Launch

When you have your beautiful new logo, slogan, and message, you'll be eager to use it and show it off in the marketplace. Before you start ordering business cards, signage, mugs, and t-shirts with your new logo, download *Ready. Brand. Launch. The Workbook*. It's a workbook to help you outline a launch budget and plan.

Ready. Brand. Launch. The Workbook includes lists and tips for marketing directors, business owners and teams to lay out a plan for your rebranding launch. A well-executed launch will transition people through your "Before and After" look and connect them with your story. You really can leverage your rebranding to expand brand awareness, fill your lead funnel, and impact sales!

Authentic Brands Thrive

A successful rebranding program is more than a skin-deep face-lift. Rebranding is the opportunity for your company to separate from the pack and attract the right people to work in your organization and bring the ideal customers to your door.

Leaders who clearly differentiate their company and give creative look and language to that difference, will gain a greater return on their rebranding investment.

There's no business exactly like yours. Celebrate your uniqueness.

Live your brand!

BIBLIOGRAPHY

About the Author

Together with their creative team, they are building remarkable brands through branding workshops, naming, brand strategy and identity design. They help clients keep branding through creative campaigns and brand-aligned implementation into print and web.



"The best part of our work is the energy and enthusiasm we see revived within business owners and their teams when they discover their specialness and start talking about their brand with clarity and renewed passion."

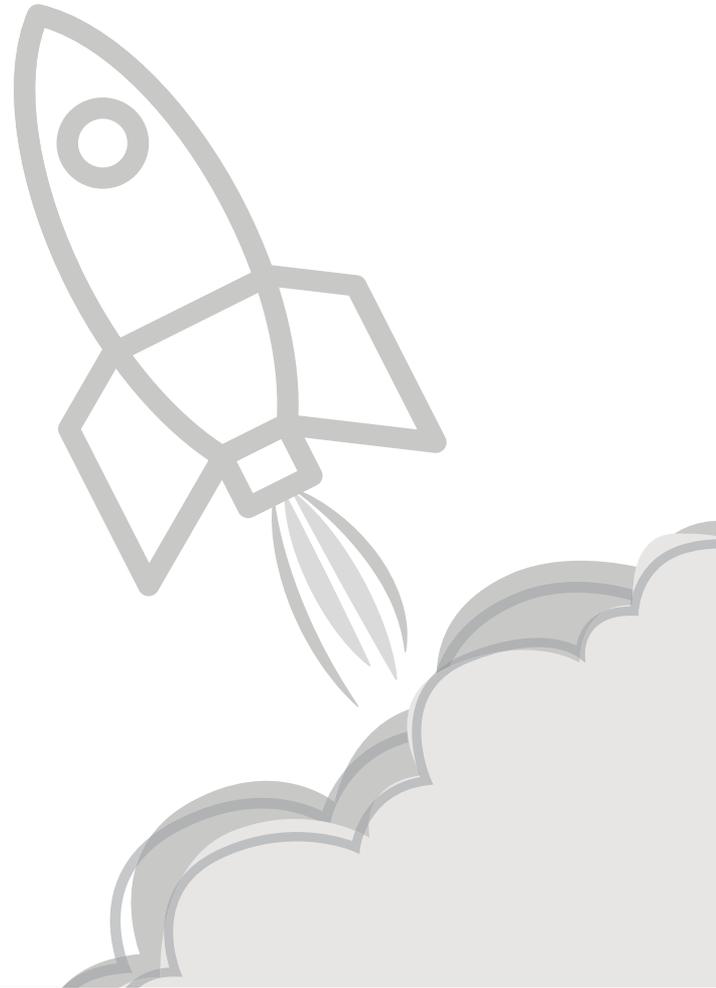
– Linda Kleist

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