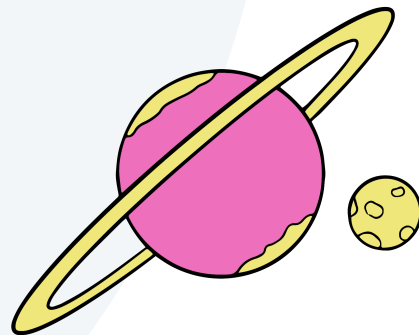


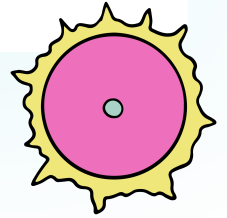


The ultimate rebranding checklist



Rebranding checklist

A rebrand can seem like a massive project with many balls in the air, but it's like eating an elephant. You have to do it bite by bite. So, your first answer to "what needs to be done for a rebrand?" is to make a checklist. To save you valuable time, we've taken the liberty of creating it for you.



01

Preparation and exploration

✦ Understand your current branding

- Evaluate your existing brand identity, messaging, and visual assets.
- Identify strengths and weaknesses in your current branding using a SWOT analysis.

✦ Define your goals and objectives

- Outline what you aim to achieve with the rebrand. Cross-check your rebrand goals with your business goals and target audience needs.
 - Create a list of brand assets you will need to achieve your goals. For example, internal company alignment may call for well-defined mission, vision, and values.
- Compile a list of data you need, such as analytics on your target audience.

✦ Conduct market and audience research

- Perform a thorough analysis of your industry, competitors, and market trends.
- Use tools like SWOT analysis or customer journey maps.

✦ Gather stakeholder input

- Engage with key decision-makers, stakeholders, and team members. You're looking for diverse perspectives and insights.
- Conduct surveys, interviews, or workshops to facilitate discussion and uncover truths.



✦ Determine your unique selling proposition (USP)

- Define what sets your brand apart from competitors. A competitive matrix or niche matrix can help you understand where you sit in the marketplace.
- Ensure that your USP aligns with your business goals and target audience needs.

✦ Set a budget

- Allocate resources for the rebranding process, including design, marketing, and analytics.
- Ensure the budget aligns with your strategic objectives.

02 Strategy development

✦ Ideate brand concepts

- Brainstorm concepts for the brand assets you outlined in Stage 1.
Focus on getting to the core of the communication and lean into the emotional story.
- Develop concepts for assets you need. These may include:
 - Brand substance
 - Positioning strategy
 - Brand persona
 - Communication assets, and
 - Visual expression



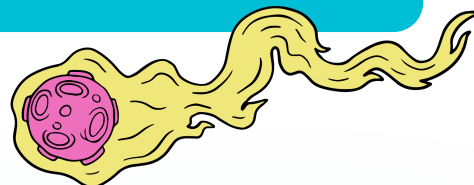
The following sections will only apply if you need the accompanying assets

✦ Define your brand substance

- Clearly articulate your brand's purpose, mission, vision, and values.
- Ensure alignment with your organization's goals and values.

✦ Create your positioning strategy

- Craft a brand positioning statement.
- Outline what your USP is.



✦ Craft a brand story

- Develop a compelling narrative that communicates your brand's essence and engages your audience.
- Emphasize the emotional connection with your brand.

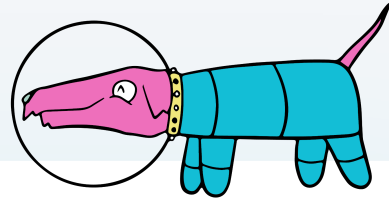
✦ Create a brand identity system

- Design visual assets such as logos, color schemes, typography, and brand style guidelines.
- Maintain consistency with your brand's personality and values.

✦ Develop a brand personality

- Create a persona, voice, or archetype for your brand.
- Ensure alignment with your brand substance.

Curious about how Major Tom approaches rebranding? The [Brand Book tell-all review](#) sheds some interesting insights.



03

Execution

✦ Create a brand book

- Compile all brand assets and guidelines into a comprehensive brand book.
- Ensure that it reflects your brand's values, personality, and design elements.

✦ Brand rollout

- Audit your company to understand where the brand appears, both self-managed and externally managed. Make a list of assets that need to be created and updated across all channels.
- Create a coordinated schedule to roll the new brand out. This will help to ensure a clean execution and avoid any confusion or mishaps.
 - Within this schedule, be sure to inform internal and external stakeholders of the new branding.
- Use your new brand in various marketing collateral. This includes websites, social media profiles, print materials, and more.
- Maintain visual consistency and alignment with the brand book.

✦ Implement data analytics

- Set up tracking tools and analytics to measure the impact of your rebranding efforts.
- Monitor key performance indicators (KPIs) to assess progress.



04 Optimization and ongoing management**✦ Establish a feedback loop**

- Continuously gather feedback from stakeholders, customers, and team members.
- Use feedback to make adjustments and improvements to your brand strategy.

✦ Adapt to market changes

- Stay informed about industry trends, market shifts, and competitive landscape changes.
- Be prepared to adapt your brand strategy as needed.

✦ Monitor and measure ROI

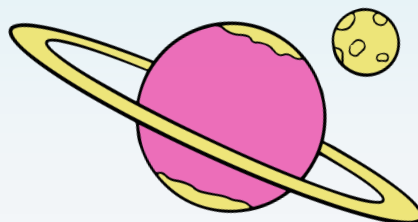
- Regularly evaluate the return on investment (ROI) of your branding efforts.
- Use attribution models to assess the impact of branding on lead generation and conversions.

✦ Maintain consistency

- Continuously maintain your brand identity across all touchpoints and platforms.
- Train employees to ensure consistent brand representation.

✦ Stay competitive


- Keep an eye on competitors and industry developments.
- Be ready to refine your unique value proposition (UVP). Adapt your strategy accordingly.



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✦ Let's get social

