

The background of the cover is a close-up photograph of water splashing, with numerous bubbles and droplets visible. The water is a deep blue-grey color. In the top right corner, there is a large, curved green shape that partially obscures the water image. The text 'brandmatters.' is in the top left, and the title 'The Refreshing Guide to Rebranding' is in the center. A paragraph of text is in the bottom left.

brandmatters.

# The Refreshing Guide to Rebranding

Brands need to adapt and evolve in order to survive. Our guide focuses on the strategy behind rebranding; what, when, where, why and how an organisation can initiate a rebrand or a refresh.

***“We cannot  
become what we  
want by remaining  
what we are...”***

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Max de Pree



# Contents

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04	Introduction	20	The role of research in a rebrand
06	What is rebranding?	22	Conducting a brand audit
08	Rebrand or not to rebrand?	24	Internal and external communications
09	Does my organisation need to rebrand?	26	Internal communication
10	Examples of rebrands and refreshes	27	External communication
12	Catalysts for rebranding	28	Rebrand and refresh case studies
12	Proactive rebranding	29	TheFork – rebrand
13	Reactive rebranding	30	Burrana – rebrand
14	Benefits of rebranding	31	Greencap – refresh
16	Factors to consider when rebranding	32	Magellan – refresh
17	The risks of rebranding	33	Final message
18	The rebrand process		





***“In an ever-changing,  
competitive environment,  
no brand can remain  
the same forever.”***

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***“Brand is the conduit that connects your organisation to its clients, its channels, its stakeholders and its community.”***

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A clearly defined brand delivers strong tangible and intangible benefits to all organisations regardless of the industry in which they operate. Brands born from a deep understanding of their market, business environment, target customers, competitors and employees will perform strongly and facilitate business growth. Rebranding is one approach businesses can take to communicate to their audiences about the extent of change in their organisation.

A true rebrand is a journey that involves comprehensively analysing what has changed within your business and strategy, bringing that change to life through a defined brand positioning, and signalling the change to the market often via a new logo or look and feel.

Our e-book focuses on the strategy behind a rebrand, ensuring you embark on a rebrand armed with all the necessary insights required to make the right decisions for your brand to ignite long term growth. We address the catalysts, benefits and risks of rebranding, how to effectively roll out your new brand and communicate the change to your customers/clients.

If you're thinking about investing in a rebrand, our e-book is a great place to start. It will give you some guidance on strategic decisions that will need to be made such as:

- whether your organisation is in need of a rebrand or refresh
- understanding the ROI and benefits of rebranding
- some guidance around the rebranding process
- choosing the right partner to help you navigate and execute the rebrand

This eBook is our 2020 update of our earlier Guides to Rebranding created back in 2013 and 2016. In this edition we've updated on conceptual thinking, examples and case studies in this rapidly evolving space.

At BrandMatters, we believe strong brands are born from research and strategic insight. The visual identity of your brand (logo, colour palette, imagery) should be a translation of this insight, to create a truly unique brand which speaks directly to your target audience.

We believe rebranding, refreshing, reengineering or restructuring your brand over time is a strategic imperative in staying relevant. Research and insights underpin all our brand recommendations and we believe this provides the much needed demonstrable proof for organisations to move forward confidently.



Paul Nelson  
**Managing Director**  
**BrandMatters**  
**January 2020**

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*“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”*

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Seth Godin



# What is rebranding?

For many successful organisations, brand is one of their most important assets. It is the vehicle that allows customers to identify and resonate with the organisation, what sets them apart from their competitors. In today's commoditised world it provides their competitive advantage. A rebrand usually signals that there has been a change in the business. It is vital for organisations to think strategically when it comes to rebranding and even more important to effectively communicate the change to their target audiences.

A rebrand can take many forms. Rebranding is a term that generates confusion and often gets thrown around loosely. In common vernacular it can mean anything from an evolution of a brand's look and feel, a new campaign, through to a complete overhaul of a brand strategy and the launch of a new company name and logo.

To rebrand is to significantly update a brand and communicate this visually and verbally to your audiences, while to refresh a brand is an adjustment, a more subtle shift in direction.

For many organisations, a rebrand could signal the introduction of new products and services; a merger or important acquisition; a change of strategic direction, discontinuing lower-performing products or services; or the need to more clearly differentiate itself against its competitors in a cluttered market.

An organisation's brand is an asset and should be treated as such. Looking at the top performing companies, each and every one of them has a strong brand, and each and every brand has evolved over time. Some highlighted examples include Nike, Apple, Microsoft, Amex and Qantas.

In today's rapidly changing business world, businesses who do not evolve will die. This sounds rather drastic, but referencing a few notable examples (Kodak, Blockbuster, Borders) history has shown that brands must be future ready and evolve to survive.

# To rebrand or not to rebrand?

Rebranding is one approach businesses can take to tell audiences about a change in their organisation. Refreshing the existing brand is another. So, what's the difference?

The difference between a rebrand and a refresh is an important but often subtle distinction. A true rebranding of your organisation is a process, not a short-term project. It is more than just changing your logo or adding a new design device to a website and promotional collateral. It involves identifying what has changed within the organisation; capturing that change and translating it into a new brand positioning and brand strategy for the organisation; and representing that change to both internal and external audiences.

Rebrands launch with a bang. Refreshes roll out over time. When rebranding, it is a signal to the audiences that they need to reassess their preconceived notions of the brand. It is not a trigger that should be pulled lightly.

In some situations, a rebrand may not be necessary, however a refresh may be required to strengthen or reinvigorate the existing brand.

It is generally not advisable to rebrand if you have launched a new brand within the past three years. Building a depth of understanding and trust in a brand takes time, and brands that are continually changing and reinventing themselves are at risk of not being taken seriously by their target audiences. Additionally, re-branding can also be a costly process, so a reasonable ROI is difficult to obtain over a shortened period.

When asking the question, to rebrand or not to rebrand, if an organisation does not genuinely meet the criteria for a rebrand, then a refresh may be the more appropriate alternative. Minor tweaks to the logo could achieve a revitalised look and feel, an innovative new marketing strategy or brand communication campaign will help the brand stand out from its competitors without requiring the complexity and cost of a true rebrand.

Finally, a rebrand will not help an organisation grow and prosper if it doesn't reflect a genuine change. As an example, a rebrand alone cannot turn a retail chain with poor service and low-quality products into a market leader. All a rebrand will do is to create a polished and professional-looking version of the retail chain with poor service and low quality products, and consumers will see through the guise almost instantly.





## Does my organisation need to rebrand?

### Key questions to ask that will determine whether your organisation needs a rebrand:

- Is the organisation looking for a way to accelerate growth?
- Has the business merged with another organisation or been acquired by another organisation?
- Has the organisation acquired a significant new asset?
- Has the business introduced a game-changing new product or service?
- Is the business developing a new strategy that will change the direction of the organisation?
- Is there a need to introduce the product/service to an important new audience?
- Has the business been involved in a damaging situation that will impact the brand?
- Has it been more than five years since the brand has been reviewed?
- Has it been more than 10 years since the brand has been refreshed or rebranded?
- Are there any trademarking or legal issues?
- Is a new competitor threatening your market position?
- Does the organisation struggle to recruit the industry's top talent?

Checking two or more of the boxes above is a decisive indicator that it could be time for your organisation to consider a rebrand.

# Examples of rebrand



Before

After

Source: Brand New

# Examples of refresh



McKinsey&Company

McKinsey  
& Company

UBER

Uber

Before

After

Source: Brand New



# Catalysts for rebranding

Before launching into a comprehensive rebrand, it is critical to understand the business problem you are trying to solve, and realistically assess if a rebrand can effectively address that challenge. Broadly, the catalysts that may trigger a rebrand can be divided into two classifications: proactive and reactive.

## Proactive rebranding

### Preparing for growth:

If the business is looking towards rapid expansion, a rebrand can help position for growth. A rebrand can assist in achieving ambitious sales targets when new segments are targeted, or current segments are reinvigorated.

### New strategic direction:

If the organisation is preparing a strategic plan that will evolve its future direction, a rebrand can help communicate this new intent to the market. Virgin Blue did just that when it became Virgin Australia, announcing its clear objective to compete head to head in the business travel market with Qantas, the market leader in Australia.

### New product or service offering:

If the business has added a significant new product range or service a rebrand acts as a signal to your audiences that your offering has changed. For example, a rebrand is one mechanism by which a B2B software company can extend into the B2C market.

### Finding talent:

Australia continues to enjoy low unemployment and companies continue to struggle to attract and retain the top talent. Proactively building your brand into your Employer Value Proposition (EVP) makes it more attractive to the brightest and the best who in the past may not have considered your organisation as a prospective employer.

### Relevance:

As markets expand and new challengers enter the competitive set, brands may find their sales declining, their current brand looking dated or their message lacking relevance to their target audience. A rebrand can keep your brand contemporary and in line with the expectations of a rapidly evolving market.

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***“In an M&A, one must consider the merging of brands as well as the branding of the merger. In many cases, the brand strategy receives serious attention only after a deal is approved or the merger is announced.”***

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Sloan Management Review Article: Speaking in Tongues



## **Reactive rebranding**

### **Merger or acquisition:**

For organisations who have recently made a significant acquisition or been part of a merger (that may have also necessitated a name change), a rebrand is necessary to reflect the evolved intentions of the newly expanded organisation. In this situation, a rebrand can act as a unifier for the new team, and can launch the new company or new structure to external audiences.

### **Reaction to recent growth:**

Sometimes businesses may experience periods of rapid growth and find their brand strategy and brand has been left behind. Their brands start to collide in different channels and against different customers, and their customer segmentation is no longer clear..

### **Changing business environment:**

The introduction of new industry regulations or a new competitor in your market can rapidly alter your ability to compete and can very quickly make your brand appear dated and irrelevant. In such a situation, an objective assessment and review of your brand's positioning can help reinvigorate the organisation internally, allowing the organisation to compete more effectively.

### **Trademarking or legal issues:**

Trademarking or other legal issues may necessitate a rebrand. An example of this might be an Australian business expanding to the US, where its current name may already be trademarked and unavailable for use. If this should happen, seek the advice of trademarking lawyers to ensure that the organisation is protected and has the right to use the new brand name and logo on an ongoing basis.

### **Negative publicity:**

A worst-case scenario is when an organisation is embroiled in a controversy so significant that you need to rebrand your organisation. This demonstrates to the market that there has been a fundamental change, that the organisation has moved on from the contentious situation and is ready to begin rebuilding trust with stakeholders and customers.

# Benefits of rebranding

Rebranding benefits have a cumulative effect on an organisation's return on investment. The cost to rebrand should be seen as an investment — one that, if done properly, can yield exponential returns over the life of the business.

**Here are seven ways a rebrand can positively impact the bottom line for years to come:**

1

## **Align and clarify the brand message**

Concisely explain not only what your brand does but how it is different. As a result, your employees, sales team and channel partners are all aligned and delivering a consistent message to your prospective clients, and your sales and marketing efforts will be more effective.

2

## **Strengthen the brand equity and authority**

Prospective clients will view your brand as more dominant than previously and as a result you will win a greater percentage of new business. You are considered a thought leader in the market and professional publications seek you out for comments and advice.



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*“Stay true to your values. That’s why you were a success in the first place, and that’s how you make incredible things happen.”*

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Rafe Offer

3

### **Stand out from the competitors**

Radically differentiate your company by establishing it as the exclusive expert provider of its unique value proposition, making competition no longer an issue.

4

### **Attract top talent**

Top candidates seek you out and want to work for your organisation.

5

### **Command premium pricing**

A rebrand may allow you to increase the price of your product by targeting a more premium market for your product.

6

### **Target new audiences and work with new partners**

Rebranding will allow you the opportunity to attract new clients. Channel partners and client referrals can come more easily because people can succinctly explain what the brand is to their friends and colleagues.

7

### **Increased valuation of the organisation**

In the case of selling or floating the business, a refresh or rebrand can help improve its overall value. In many cases, brand is the greatest asset and creates a point of difference from competitors. Smart investors do not underestimate the power of a strong brand.

# Factors to consider when rebranding

## Your Company

Your current and future  
brand portfolio

## Your Competitors

Current and  
potential disruptors

## Your Customers

Current and potential  
customers



# The risks of rebranding

No rebranding decision or process can occur without risk. There is a certain comfort that is often associated with an existing brand, especially among internal stakeholders. Change can be seen as perilous. A rebrand challenges the status quo and pushes people out of their comfort zones. In short, there is a risk that a rebrand can be rejected internally if it is not launched properly.

Equally, customers may feel passionate about a brand. It may have meaning in their lives. A new brand may jar to begin with as they adapt to the change – or they may reject it entirely.

**Some of the main risks associated with a rebrand are:**

## **Loss of existing customers**

Loyal customers need to be taken on the rebrand journey it is vital that they understand what is changing and what isn't changing. Give them a sense of comfort that their needs as customers will continue to be met.

## **Initial dip in brand awareness**

It takes time to build brand awareness, communicating the change across all channels. Plus, for the new brand, appealing to new customers, it will take time for the new customers to understand and trust the new brand, particularly if it is very different to the previous brand.

## **Online presence**

Moving over to a new domain and website will initially result in less exposure on Google and other search engines. This is due to algorithms giving preference to established domains who have already built up their rankings. Ensure that all re-direct links work and take people to the right area. It's also worth having a web page explaining a rebrand and why it was done.

## **Ignoring internal considerations**

When rebranding it is vital to ensure the team is onboard and completely understands the new vision or rebranded identity of your organisation. Depending on the internal culture, a rebrand can be a catalyst for changing the culture. Employees may view this positively or negatively. So be clear and transparent to ensure the team is well versed on the new brand and expectations.

## **Lack lustre launch**

Many companies spend a lot on a rebrand, but then fail to activate the new brand through a launch campaign and some vigorous marketing activity. Make sure sufficient budget is allocated for marketing the exciting new brand or it may not make the desired impact.

# The rebrand process



Research



Execute



Communicate

---

*“Seek first to understand,  
then to be understood.”*

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Stephen Covey

## Research

**Research** both internally and externally on the current state of the market, competitors and customer perceptions.

**Analyse** the industry landscape, including competitors and consumer research.

**Distil** insights and review – look at all the data uncovered in the research, make sense of it, present and make strategic recommendations

**Ideate** – Map out the big concepts and big ideas.

## Execute

**Develop** the brand strategy messaging, positioning, and campaign objectives.

**Creative concepts** – Turn the ideas into reality.

**Audit** – Review your assets and create an audit register of what assets need to be created, refreshed or refined.

**Copywriting** – Craft the high-level messaging and align to the audience and channel. Carefully curate the appropriate content to bring your messages to life throughout each of the brand's touchpoints and channels.

**Design** brand collateral, both for offline and online digital platforms.


**Deploy to the market** – aligning marketing channels, technology and collateral.

## Communicate

**Communicate** the new brand message via the industry news channels and other PR.

**Assure your customers** to ease the pain of change, highlighting key characteristics and attributes they value.

**Engage employees** to ensure they are taken on the rebrand journey and can act as advocates and ambassadors of the new brand.



# The role of research in a rebrand



Brand research is a key component in the strategic decision whether to *rebrand* or *refresh*. Engaging the market through deep qualitative and rigorous quantitative research can unearth attitudes and perceptions of a brand that identifies synchronicities, deficiencies, gaps and opportunities. Only through understanding the market and the drivers of clients and customers can brands make the appropriate decision on whether to renew or reinvent.

One of the core principles underlying an effective rebrand strategy is to understand and align the company's offering with customers' needs and preferences. Understanding the discrepancies between what the brand claims it stands for and what customers believe, will help to construct a brand that is more accurately in tune with the audience. Research will help you gain deeper insight into your customers, whilst uncovering any new internal drivers, which can form the basis of your brand strategy.

## **Reducing risk through research**

Insights from brand research can help organisations mitigate risk and inform decision making. A rebrand represents considerable investment from a financial and time perspective, not to mention the risk of losing customers who were loyal to your existing brand. This factor is particularly pertinent when going from a well-known established brand to an unknown new brand.

## **Research led vs creative led re-brands**

If a rebrand is creative led, the idea is likely born from a design trend and may fail to connect at all to the consumer and their needs/wants. By starting with research, the insights gained from the research should inform the creative direction, which will result in a greater connection between the brand and the target consumer.

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***Uncovering the key insights  
starts with asking the  
right questions.***

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# Conducting a brand audit



Conducting a complete audit of your brand is essential to ensuring a smooth and powerful brand refresh or rebrand. A brand audit is more than just marketing collateral, it should be completed in consultation with internal marketing, IT, HR and legal teams and take into consideration legal and risk arrangements, the redirection of web traffic, SEO and backlinking, induction, sponsorships, partnerships, applications and software.

Conducting a brand audit can help you to:

- **Capture** the extent of touch points where your brand is present and requires an update – it may be more than you think!
- **Evaluate** the extent of effort required in the update – how large is the task to complete?
- **Identify** specific touch points that should no longer be branded – brand audits are helpful in determining what can be retired.

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*“Having a vision for what you want is not enough. Vision without execution is hallucination.”*

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Thomas A. Edison

# Checklist

## Advertising

- TV/Radio
- Digital banner ads
- Social
- Print
- Outdoor
- Sponsorship/associations

## Sales and marketing collateral

- Brand guidelines
- Direct mail
- Brochureware
- Proposals/estimate templates
- Sales presentations
- Trade show displays/exhibitions
- In-store displays/point of sale
- Promotional items/merchandise
- Promotional gifts
- Case studies
- White papers
- Newsletters
- Videos
- Presentation folders/posters
- Media kits/press releases
- PR copy

## Stationery

- Templates
- Report covers/folders
- With compliments slips
- Letterhead/business cards
- Mailing labels/envelopes
- Return address stamp
- Memos
- Forms/personnel/IT
- Invoices/purchase orders
- Contracts
- Company fact sheets/overviews
- Internal manuals and user guides
- Client reviews
- Project updates
- Directories entries
- Security badges/ID lanyards
- Return authorisations
- Receipts

## Online

- Domain name and variations
- Website hosting providers
- Update website copy
- Update analytics
- Redirect old site
- Intranet
- Page titles
- Meta descriptions
- Google Webmaster Tools
- Update web directories
- Update backlinks
- Favicon
- SEO/SEM Marketing

## IT Systems & Applications

- All software applications
- Screensavers
- Email accounts/signatures
- Autoresponder emails
- Microsoft Word & Powerpoint
- Intranet

## Social media profiles

- LinkedIn
- Facebook
- Twitter
- Google+
- Youtube
- Pinterest
- Instagram
- Other

## Announcement

- Press release
- Social media
- Email – internal
- Email – external

## Phone

- Phone number redirection
- Phone greetings
- Voicemail/answering service
- On hold messaging
- Caller ID

## Human Resources

- Expense claim forms
- Payslips and PAYG statements
- Induction program materials
- Recruitment agency briefs
- Job applications
- Internal communication tools
- Employee contracts/letters of offer
- Employee handbook

## Regulatory, Legal & Operational

- Legal documentation
- Annual Report
- Trademarks
- Copyrights

## Groups and associations

- Chamber of Commerce
- Industry associations
- Professional organisations
- Subscription providers

## Facilities/Signage

- Building and office wayfinding
- Door signage/interior way finding
- Parking lot
- Exterior way finding
- Internet and telephone listings
- Physical address and PO Box details
- Internal and external signage
- Change of address notifications
- Mail redirection
- Courier account/deliveries

## Other

- Vehicle graphics
- Uniforms

# Internal and external communications



## Context

Why have you changed your brand?



## Meaning

What do the changes to your visual identity symbolise



## Benefit

How does your new brand benefit me?



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## *When you are sick of saying it, your customers are only just hearing it.*

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One of the most important steps in a rebrand or refresh is communicating what has changed, both internally and externally. Change can be daunting, especially internally for those who have worked for an organisation for many years and most likely have developed a loyalty and pride for the existing brand. The key to managing the change is through communication. A team that fully understands the rebrand will be more likely to embrace it and advocate it to customers.

The communication of a rebrand must be clear, concise and consistent. Many organisations like to showcase a before and after approach, so that consumers and the internal team can associate the old with the new and get an understanding of the thinking behind the rebrand.

If a rebrand is well planned and executed, then the communication part should be a lot easier. Ensuring that all of the assets are up to date and internal stakeholders are fully briefed, with a clear understanding of the new brand and expectations, will smooth the roll out of the new brand externally to your customers.

A rebrand can only be successful if each and every member of the organisation is on board and stands behind the rebrand. This includes the C-Suite right through to the front-line staff dealing directly with customers.

Without consistency in messaging, a rebrand announcement can easily be missed. It is vitally important that this message is heard and understood so that it does not result in a loss of effectiveness when you launch into general brand awareness marketing.

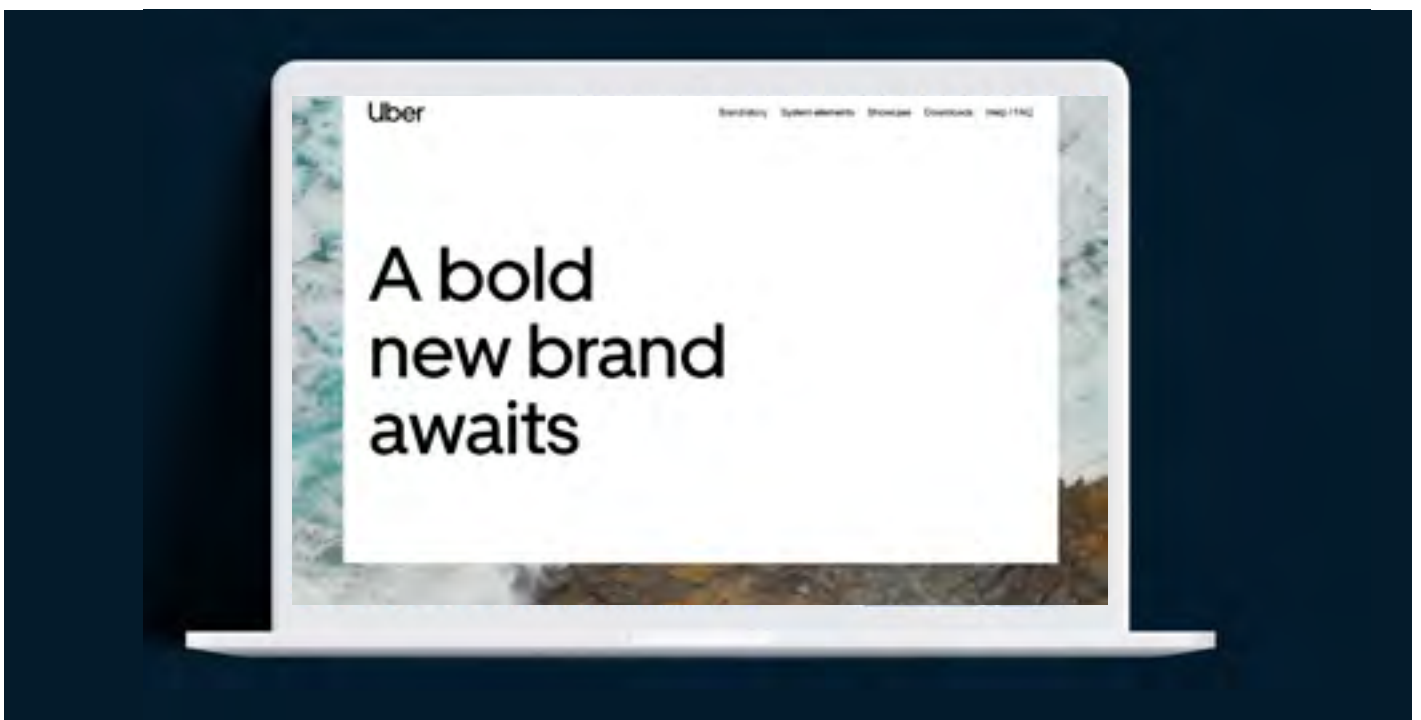
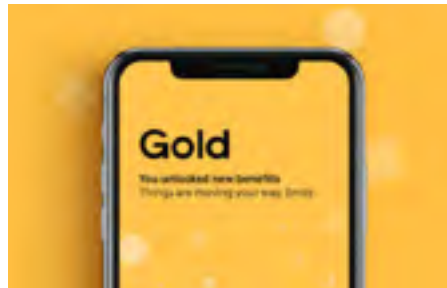
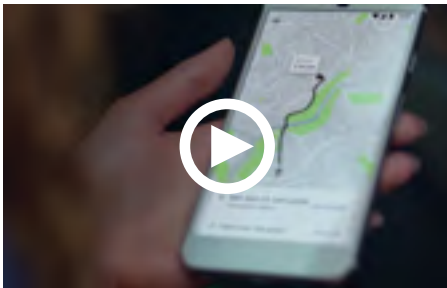
Internally, the rebrand should take into account the culture of the organisation. It is a great opportunity to reinforce values, expectations and put in place brand and other guidelines.

Externally, customers also want to know what to expect from the new brand. Most importantly they want to know that they can expect the same, if not improved, levels of service or product performance. It is especially important to communicate to your loyal customers – rebrands can often be the catalysts for consumers to make a change and break their loyalty. For this reason, the most loyal customers need to continue to feel important and valued. For both B2C and B2B organisations, it is vital that you communicate clearly and promptly to these valued customers in a direct and personalised manner.

# Communication examples

## Internal communication channels:

- Intranet
- Brand book
- Employee induction
- Branded merchandise
- Reception update
- All-staff presentation
- Internal launch event
- Internal newsletter
- Launch pack
- New business card
- New e-signature format
- USB with assets



Source: Brand Uber



## External Communications:

- Press release
- Website
- All collateral updated
- Teaser campaign
- Launch event
- Client gifts
- Letter of introduction
- New brand ambassadors
- Building signage
- Outdoor media
- Media campaign announcement
- Interviews with C-Suite

Source: McKinsey & Company





# BrandMatters rebrand and refresh case studies



# TheFork

## Who is Dimmi?

Dimmi, Australia's leading restaurant reservation platform, was founded in 2009 and provided an online service to over 4,500 restaurants across the country. The platform assists restauranteurs with reservation management and customer booking patterns. The platform was acquired by Tripadvisor as a strategic inclusion in its restaurant division. This division, LaFourchette (TheFork), is present in over 10 countries in Europe.

## Rebrand or refresh?

Following the acquisition, Dimmi was seeking to determine whether to retain the current brand name and identity or whether to adopt the anglophone version of its parent. Quantitative and qualitative research determined consumer appetite was stronger for the adoption of an entirely new brand, and an evaluation of the competitor market determined a new and compelling brand positioning was required.

**Action: Rename from Dimmi to TheFork and relaunch the platform into the Australian market with an entire rebrand to reflect the new ownership structure by Tripadvisor.**

## The rebrand of Dimmi to TheFork

Decision:



Before



After



# Burrana

## Who is Burrana?

digEcor was an Australian provider of in-flight solutions to the international aviation industry that enables to deliver a tailored inflight experience. digEcor's solutions create operational and cost efficiencies for airlines across in-flight entertainment, lighting solutions, passenger power and other technology to deliver passenger choice, comfort and control.

## Rebrand or refresh?

In 2018, digEcor purchased the inflight entertainment (IFE) arm of Rockwell Collins in the US and as such required an entire re-brand to launch this expanding offer to the global industry. To portray a whole new business and global intent, a new brand name was required that would create the desired market impact and launch the newly expanded entity.

**Action: Create a new brand name and identity to reflect significant global growth and a broadened customer set.**

Decision:

**REBRAND**

## The rebrand of digEcor to Burrana

Before

digEcor

After

BURRANA







## Who is Greencap?

Greencap are experts in the management of health and safety, property risk and environmental risk. Established in 1984, Greencap assists businesses across Australia and New Zealand with solutions and training for hazardous materials management, contractor safety management, occupational hygiene, contaminated land management, environmental management and emergency management.

## Rebrand or refresh?

In a period of strong growth which saw an expansion in their service offerings, Greencap needed to re-evaluate their brand focus, what their heritage was, and how the brand should evolve to accommodate the expanded service provision. To determine the extent of brand evolution required, the organisation sought to understand current market perceptions of their brand and the impact of their current brand on buyer decision-making behaviour.

**Action: Evolve the Greencap logo and visual identity to clearly represent our expanded offering.**

Decision:



## The refresh of Greencap

Before



After

**GREENCAP**



# Magellan

## Who is Magellan?

Magellan are experts in global investing and invest in the best global equities and global listed infrastructure to grow and safeguard the wealth of their clients. Founded in 2006, Magellan has offices in Australia, New Zealand and the US and manages investments of more than A\$97 billion in global equity and infrastructure strategies, and received multiple industry awards.

## Rebrand or refresh?

More than a decade after its inception, Magellan was preparing to sponsor the 2017/2018 Ashes Test Cricket Series, and looking to evaluate their brand to ensure the branding opportunities of the sponsorship could be maximised. With an international television audience potentially in the millions, the sponsorship presence seen now would establish the brand presence for several years to come.

**Action: Evolve the Magellan logo and visual identity to ensure maximum future recognition for investor and general audiences.**

Decision:

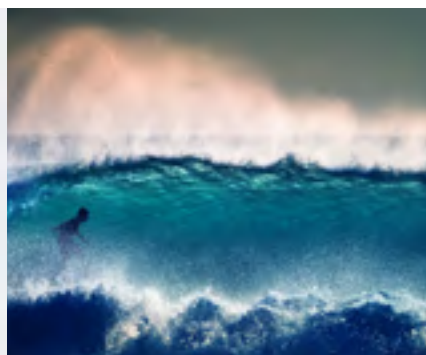


## The refresh of Magellan

Before



After





# A final message

The decision to rebrand should not be taken lightly. It is vital to weigh up the risks and rewards for the brand. A rebrand can breathe new life into a well-loved brand, it can invigorate the market, power growth and spark a new level of brand loyalty in customers and employees.

However, there can be negative effects from a rebrand if it is poorly executed. The risks include a loss of equity and confusion with existing customers.

Whether you decide to rebrand or refresh, the key is to ensure you are armed with the information necessary to make the right strategic choices.

Brand research is the key to getting a rebrand right. It should be undertaken at all stages of the process. Both qualitative and quantitative research can help gain the insights you need to start the process, assess where the brand needs to be positioned or repositioned. Ensure your brand values resonate with the right audience.

A deep dive into the current market, customer perceptions, competitors and future market opportunities will be the difference between a successful and unsuccessful rebrand.

Once you have established the positioning of the brand, it is valuable to test the new brand with current and new audiences to ensure it resonates. This can be done via focus groups and/or online communities and is a great way to sense check the work prior to launch.

Lastly, brand tracking will help ensure the rebrand has met the strategic objectives. Be aware that initially there may be a dip in awareness of the new brand; it will take time for the brand to take hold, but brand tracking can help ensure you are on the right trajectory.

## About BrandMatters

BrandMatters is in the business of building strong, enduring brands that enable business growth. We are a Sydney-based brand strategy, design and marketing consultancy, and we deliver the full spectrum of brand and marketing services – all under one roof. We partner with medium to large organisations across many industries – yet we have a deep specialisation in financial services and B2B.

At BrandMatters, we believe that building strong brands requires equal parts science and imagination. We uncover powerful, research-derived insights, and combine them with disciplined strategy, a healthy dose of intuition and creative excellence to define and express your brand's unique essence.

We then bring your brand to life via effective, aligned marketing and employee branding collateral and programs.

We believe, to our core, in the transformative power of brand. To find out how we can help create or revitalise your brand please contact us:

**brandmatters.**

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