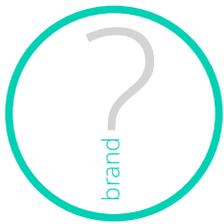


# Rebranding

The goods and services market is changing with rapid pace. So is fashion and hence people's tastes and customer behaviours. So can change a brand's target market. If you account for growing competition it becomes quite clear you need to act. And the best action to take in that situation is rebranding.

## Rebranding, is it just a new logo?



For many, rebranding means only changing their trademark. Others will think of creating a new website or new business card. Simplifying, it is often perceived as changing graphic identity. But it is so much more! A new logo or website is usually the most noticeable change, but really the whole company is subject to the process. Rebranding aims to redefining the brand, defining the business model, and communication strategy. New goals are established and in turn the approach to managing the image and brand changes.

## The right time...



When is the right time for rebranding? Anytime! Provided you have a clear reasons as to why, and set goals that you want to achieve. There are many reasons to rebrand. The most common are:

- Decrease in size of the company
- New target group
- Necessity to stand out from the competition
- Desire to show change
- Business fusion
- Desire to stay in the lead
- Restoring your company's good image

Whatever the reason you choose to rebrand, the most important part is preparation. That will determine your outcome in the future. Defining the initial situation is a great start, but setting clear goals and how we want to achieve them will be the crowning of our preparations. Precise analysis of the market and your competitors will help draw conclusions, which in turn will help build a strong and consistent strategy.

## What do you get in return? Benefits!



Rebranding is an fundamental part of the operation of every company and its brands. It is a logical and consecutive step for the development of your company and good way to compensate for a changing demands of the market. A well planned rebranding process is a great investment, guaranteeing specific benefits:

- Advantage and distinction over the competition
- Media attention
- Increase in consumer interest
- Display of value and position of the company on the market
- Announcements regarding change and development of the company
- Building a recognizable business identity
- Creating a professional image of the company
- Increase in sales capabilities
- Reaching new target groups
- Building new strong relationships with clients and business partners

**If you are planning to rebrand or if your are in a position where rebranding will benefit you, then contact our specialist and we will arrange an appointment for free consultation.**

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