

CASE STUDY 1 : THE REBRAND

This predominantly UK service company was looking to expand globally. It had 6 separately branded divisions. Its goals were to expand geographically and into other sectors, which could only be done by capitalising on existing relationships and cross-selling between the divisions. The company needed to harness this under one brand.



THE TASK

Rebrand the 6 divisions under one name. However, this wasn't just a project management piece to get all the existing collateral changed to a consistent look and feel. Both staff and customers must understand and become engaged with the new branding and single proposition.



THE SOLUTION

The initial phase looked at the brand itself - its values, the offering, what customers wanted. This then defined the look and feel of the brand.

The delivery phase covered internal engagement, customer communication and the rebranding of existing collateral such as brochures, websites. It was critical to replicate the brand so that at every touchpoint the customer experienced the same proposition.

As a service company, the product was its staff, so it was essential they bought into the rebrand and became the company's biggest advocates..

From the CEO down, everyone was involved in workshops to understand why the rebrand and its benefits. Every customer-facing member of staff presented back to their manager what this meant for them and their customers, to embed their understanding and engagement.

Internal events were held to create a sense of belonging to one, not six companies and support the central rebranding activity.

Customer communications covered face to face meetings as well as digital communications.

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THE RESULTS

- Global sales grew over a 3 year period by 50%, across the divisions. In addition
- There was no impact on sales revenue throughout the transition.
- Team engagement was high and everyone understood why the rebrand was needed and how it affected them and their customers.
- All the rebranding work was completed to budget and on time.



WHAT CAN WE LEARN?

- Be clear on your brand and brand values- who are you, what do you want your brand to say about you, what do you want your customers both internal and external to say, feel and do?
- Internal engagement and stakeholder management is a big part of the rebrand as the visual changes to the brand itself.
- Be clear about why you are rebranding and how this will impact your business, including the goals you want to achieve.
- Carefully plan out each component of the rebrand - there will be more than you think.
- Be consistent with your branding.