

REBRANDING: 10 THINGS TO CONSIDER

Rebranding is one of the toughest exercises a company can go through

From	Endpoint	Date	March 2007
To	Website download	Subject	Coordination of rebranding programmes

Address
165 Tower Bridge Road
London
SE1 3LW

cc

Endpoint 165 Tower Bridge Road, London SE1 3LW T. +44 (0)20 7089 2670 F. +44 (0)20 7089 2671 www.endpoint.co.uk

Rebranding is one of the toughest exercises a company can go through. The irony is that most people will only go through it once, maybe twice in their career. This means a lot of learning gets lost in the ether of promotions and job moves. Luckily there are a handful of agencies out there who coordinate rebranding programmes day-in, day-out.

Here are Endpoint's pointers on what to look out for.

1. Project planning is crucial. Given the scale of works it is necessary to prioritise where and how efforts should be concentrated in order ensure individual business units know exactly how to approach rebranding. Realistic targets, backed by practical and technical knowledge, need to be set in order to push the rebrand through.
2. The design stage is the least expensive but most glamorous aspect of a rebrand. As a result it receives the most attention from senior management despite the fact the real challenge, and cost, comes down to implementation. Momentum is easily lost when the sheer scale of work required becomes apparent – it is vital that senior management remain involved right up until the last sign is installed, else the programme will lose focus.
3. In our experience signage can account for up to 80% of implementation costs. Some employees may not have business cards but everyone comes into contact with signage – thus it is worth getting right. 3D product specification, as meticulous as your 2D brand guidelines, ensures brand consistency and can go along way to reducing maverick activity/interpretation.
4. Global brands require global implementation management. Signage alone will involve multiple regional suppliers, even if modular designs are manufactured centrally. Partnering with an international implementation agency will promote consistency and cost control.

5. The integrity of the design must be protected by implementing a consistent and manageable image. Impractical designs are harder and more expensive to implement so the design stage must be informed by practical advice. What looks good on a piece of paper may not look the same on top of a 20-story hotel.
6. A badly managed rebrand is like a bottomless money pit. Centralised tracking of all costs ensures that there are no nasty surprises, for you or the board.
7. Extraordinary levels of detailed information are gathered in order to build an effective implementation plan. This information is priceless – uploaded onto an online project management system it can help protect your investment and provide an ongoing point of reference for existing and future stakeholders.
8. Central control must be balanced by local support and good communications with site managers. Communication is key.
9. Obtaining the buy-in of local managers to your rebrand programme and ensuring reduced possibility of local maverick activity diluting the brand is crucial, Local teams must understand the reason behind the rebrand and how a consistent image it will benefit them directly. Acceptance of brand standards is not automatic. Most people see their circumstances as an exception – do not give them any excuses, instead give the support required to get the job done.
10. Marketing and operations managers are motivated by different things and need to be addressed in different ways. Treat both departments with respect as both are integral to delivering a successful implementation programme.

Copyright Endpoint Limited 2007, all rights reserved

Endpoint – brand implementation & visual identity management
Rollout services | Signage & wayfinding | Product specification | Brand management

Brand matters. Endpoint are international brand implementation and visual identity management specialists. We help clients, architects and designers transform visual identity from two dimensional designs into compelling, real life encounters on buildings, environments and interiors. Our pragmatic approach ensures brands and environments look better and perform better through careful management and smarter implementation methods.

www.endpoint.co.uk