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## Rebranding Blunders Exposed by Experts

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Rebranding is much more than redesigning a logo. Many companies working to reposition themselves often either make superficial changes with little impact, or extreme changes that alienate existing customers.

The ReBrand 100® Global Awards, which invites entries for its annual competition by this September 26, 2007, identifies case studies on brands that have avoided these strategic blunders. Organized by ReBrand™, the only source for case studies and programs on effective brand transformations, the ReBrand 100 Global Awards is juried by an esteemed panel of international business and design leaders, and is the highest recognition for brand rebuilding and redesign in the business arena.

Five of the 10 multidisciplinary mix of jurors that will assemble to review entries submitted by this September include:

1. Diane Hessian, President & CEO, Communispace
2. Barbara Hillier, AIA, Principal, RMJM Hillier – top three largest architectural and interior design firms
3. Fran Kelly, President & CEO, Arnold Worldwide, International Agency behind the Ocean Spray Commercials among others
4. Errol Saldanha, Branding Consultant, Saldanha Inc., Founder, International Branding Association
5. Roger van den Bergh, Founding Partner, Onoma, International Corporate and Brand Identity Designer

Past ReBrand 100 winners include:

1. Procter & Gamble – Herbal Essences Brand
2. Four Seasons Hotels & Resorts
3. San Francisco Conservatory of Music
4. SwissLife
5. Croatia National Tourist Board
6. Virgin Atlantic

Five of the most common blunders of unsuccessful rebrands are below. For the complete list of "20 Mistakes Marketers Make When Rebranding" please visit [ReBrand.com](http://ReBrand.com).

### **1. Clinging to history.**

Rebranding well means staying relevant. Assumptions made when the brand was established may no longer hold true. Analyze changes in target markets when exploring opportunities for brand expansion, repositioning and revitalization.

### **2. Thinking the brand is the logo, stationery or corporate colors.**

Brands encompass everything from customer perception and experience to quality, look and feel, customer care, retail and web environments, the tone and voice of communications, and more.

### **3. Not leveraging existing brand equity and goodwill.**

Dismissing brand equity when rebranding alienates established customers, while unnecessary overhauls can irreparably damage a brand's perception. Consider the needs and mindset of the target market carefully before digging into the process. Sometimes a small evolution – or a new coat of paint – is all that's needed to rejuvenate and make a brand relevant.

#### **4. Not trying on your customer's shoes.**

Simply calling your own 800-number or receptionist may reveal challenges customers face and inform your rebranding strategy. Take the time to navigate your own website, buy your products and return something. Better yet, ask a friend or family member to do so and learn from their experiences.

#### **5. The rebrand lacks credibility or is a superficial facelift.**

The rebrand's story must be believable given the existing brand experience and customer perception. It must also hold credibility internally. If employees who live the brand day-to-day don't believe, the target audience won't either.

#### **About ReBrand 100®**

The ReBrand 100 Global Awards, juried by an esteemed panel of international business and design leaders, is the highest recognition for brand rebuilding and redesign in the business arena. The annual awards competition is organized by ReBrand™. The 2008 ReBrand 100 entry deadline is September 26, 2007. For entry information, and to learn best practices from winning case studies, visit [www.rebrand.com](http://www.rebrand.com).

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