
5 Tips on how not to Re-brand.

1. Having no internal alignment

If your rebranding is driven solely by the marketing department, it will fail. The purpose of rebranding is to signal change. That change needs to be clear throughout the entire organisation and obvious at every client interaction. Every person in the organisation needs to be clear and aligned behind the new brand. Sales, accounts, production, customer service, management. Everyone.

2. Not delivering on your promise

A brand is the sum of the perceptions about your business - it's what your target audience thinks of you. Sure you can change colours, graphics, copy and logos but attitudes need to change too for any effective change to occur. It's better to do nothing than to imply a new brand promise and then not be able to deliver on the promise.

3. Setting your sights too high

Your brand positioning is determined by your market – not by you. It's easy to lose touch with the reality of your market when you are working in your business each day. It's easy to be duped by leadership "visions" - what might be - rather than what is. Often senior management sets the rebranding bar higher than the market can be expected to jump. When considering a rebrand, keep your focus on what is achievable, not what is aspirational. If you ask your target market to jump too high, they might not believe you and may not jump at all.

4. No lead from the top

The CEO needs to become the Chief Branding Officer and do what they do well ... set the vision and lead the troops to ensure that all aspects of the organisation are aligned and ready to deliver on the promise implied in the rebrand. If the CEO isn't on board, don't attempt to start the re-brand.

5. Positioning without clarity

Rebranding should make your positioning clearer for your marketplace. Your objective should be to make it easier for your clients and prospects to determine why you should be at the top of their list and why others can't deliver comparable value. Don't indulge in meaningless messaging with words like 'quality' and 'service'.