



Seven tips for your first rebranding during a merger

Your company is merging and you will be (partly) responsible for the rebranding process. Where do you begin, where is the old corporate style still used and on what locations, materials or vehicles should it be replaced? How can you manage the rebranding without interfering with normal business processes? A rebranding can be quite overwhelming. The seven tips below will help you get started.

1. REBRANDING IS TIME-CONSUMING AND COSTLY. START EARLY.

It may sound obvious, but to make sure your rebranding is successful, you should start as soon as the merger is announced. Avoid impossible deadlines and an incorrect estimate of the number of branded materials (vehicles, buildings and anything bearing your brand) and the resulting unnecessary costs. Choose to conduct an impact analysis, which gives you professional scenarios detailing what to expect and what budget you will require. This leads to feasible deadlines and results you'll be proud to show off.



2. ASK YOURSELF THIS IMPORTANT QUESTION

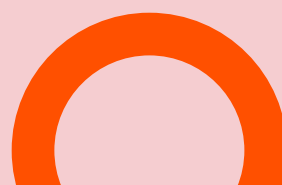
Does your organization possess the necessary capacity and knowledge of rebranding to handle the project internally? On average, a corporate style has a lifespan of seven to ten years. Over the course of their career, a marketer will therefore only be part of a handful of rebranding projects. This means not all organizations possess the right experience or the capacity they need - especially in this day and age. If your company has little to no experience with rebranding or its implementation, it is best to outsource the project to professionals who handle this type of thing on a daily basis.

3. MAKE SMARTER CHOICES WITH THESE TIPS

A rebranding provides a perfect opportunity to evaluate all - and we do mean all - your branded materials. Here are some tips: keep it simple, use sustainable materials, ask your design agency to create versatile designs and use as few (different types of) materials as possible. The result: more affordable, easier to maintain and more sustainable rebranding.



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4. CHOOSE YOUR SUPPLIERS WITH CARE

Not all suppliers are familiar with the latest materials and techniques best suited to your rebranding. You should therefore make sure your suppliers can actually realize your (growth) ambitions.

5. MAINTAIN CONTROL OVER YOUR BRAND MATERIALS WITH A BRAND PORTAL

An outdated brand book and employees who begin 'freestyling' with your layouts and message. That probably sounds familiar. How can you avoid this? Choose a brand portal that lets you create your own marketing and communication materials. Above all, make sure the only style people can use in the brand portal is your own corporate style. Lastly, choose a user-friendly brand portal that anyone can use.



6. REDUCE MAINTENANCE COSTS WITH SMART DESIGN

It is easy enough to replace a small sign, but a huge logo on the outside of a tall building is harder to reach. You should therefore opt for quality to ensure these brand materials require less maintenance. Not all suppliers are familiar with the latest materials and techniques best suited to your rebranding. You should therefore make sure your suppliers can actually realize your (growth) ambitions. Also give some thought to where you place your brand materials; is it really necessary to have your logo that high up on your building's exterior? If you position it a little lower, it can be reached with a cherry picker instead of requiring an expensive crane and a special permit.



7. KEEP AN EYE ON THE BIG PICTURE - TODAY AND IN THE FUTURE

Wouldn't it be nice to have a clear overview of what brand materials are located where, what vehicles currently bear the special campaign stickers and what to do in case of damage? Think about how to keep your brand in the best possible shape. There are more possibilities than you might think. We are happy to help you bring - and keep - your brand in top shape.



A rebranding can be overwhelming. At RGN, we understand that well. We manage rebranding projects on a daily basis and are happy to lend you a hand. I will help you get started and show you how we can work together to ensure your rebranding is a success. Feel free to contact us for an introductory meeting without any further obligation.

Tom Dijk - managing partner

+31 88 987 99 00 info@rgn.nl



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