

CHECKLIST:

8 ESSENTIAL STEPS TO A SUCCESSFUL REBRAND

1. UNDERSTAND YOUR BUYER PERSONAS

If you haven't identified your organization's buyer personas yet, now is the time! This is a critical step in determining who your target buyer is and understanding their behaviors and motivations. This exercise can, and should, drive your brand, marketing, sales, customer service... pretty much your entire business! If you need help with creating buyer personas, [check out this blog post and eBook](#).

2. ORGANIZATIONAL AUDIT: CULTURE, MISSION, & GOALS

By understanding and documenting the culture of your company, what you stand for, and what your goals are up front, before the rebrand project is kicked off, you'll be on a much better track for a successful project. It's often helpful to identify key stakeholders from various departments in your organization to discuss why this rebrand should take place, what's not working, and what the desired outcome is. This is critical information to provide your creative team or agency when you kick off the project!

3. WHAT IS YOUR WHY?

Who doesn't love **Simon Sinek's TED talk on "Start with Why"**? If you haven't seen this, do yourself a favor and watch it now! This video does a great job of illustrating how important it is to determine why you do what you do (or your company does what it does). What is the purpose of your business, service, or product? Being crystal clear about your why, can have a profound impact on your brand.

The benefits of your brand and products or services, must translate into value for your buyer. People buy solutions, not products. They buy benefits and value, not features.

4. INTERVIEW YOUR CUSTOMERS

Yes, your company culture, beliefs, and vision should be reflected in your brand, but the reality is, your brand needs to speak to your ideal customer (circle back to those buyer personas in step 1!). This piece is the one thing that often gives marketers and business owners heartburn as soon as they hear it! It's true that you often get a bit of feedback that doesn't make you feel warm and cozy, but that's a good thing. This kind of feedback is exactly why most companies go through a rebrand... because the brand isn't connecting with the buyer.

On the flip side, you'll also learn what's working well. "If it ain't broke, don't fix it," isn't that what they say? Perhaps there are elements of your brand that really connect with your buyer that you need to keep intact. Or what if you find out, much to your disbelief, that your brand truly is resonating with your buyers? This exercise can save you time and money no matter what the results are!

5. BRAND ATTRIBUTES

Determining your brand's attributes is what defines your brand personality. An easy way to do this is to take a comprehensive list of adjectives and determine the top 5-10 that describe the way in which you want your brand to be viewed (thinking back to the previous steps and what will resonate with your buyer). This is an exercise that should be done with your creative team, whether that's internal or an agency. Ideally, your conversation will delve into why you selected those 5-10 attributes. Is your brand expensive, premium, and luxurious? Or is it trusted, reliable, and rugged? Get the drift?

6. BRAND BENEFITS

The benefits of your brand and products or services, must translate into value for your buyer. It's so true that people buy solutions, not products. They buy benefits and value, not features. So what problems does your company solve for your buyers, what value do you provide to your end user? Identifying these benefits will help drive the overall essence of your brand and the image that it portrays.

7. COMPETITIVE LANDSCAPE

A rebrand project wouldn't be complete without an analysis of your top competitors. So as not to make this an exhaustive task, it's best to identify your top 3 competitors and look at their brand, website, messaging, marketing materials and how they position themselves. You want to stand out from the crowd and rise above the noise in your industry. Understanding the brands of your top competitors can give you vital information as you embark on your own rebranding effort.

8. WHAT'S TABOO?

While you're determining what will work for your brand, it's equally important to understand what won't work. It can be as simple as a color that your CEO hates, or an attribute that must be avoided because your top competitor uses it. This is critical direction that is immensely useful for the team or agency that is exploring options for your rebrand.

Onramp is a full-service, boutique creative agency with a passion for ramping up brands and business results. We love to partner with forward thinking clients to produce outcomes that amplify existing brands, ensure that new start-ups are strategically poised for the future, and passionate entrepreneurs can achieve their dreams.

We give you a distinct visual voice, telling the story of your brand in beautiful, clear, and concise works of art. Whether it's a new website, logo, marketing collateral, or a custom project, we will conceptualize and design the perfect reflection of your business and personality.

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