

Debunking Rebranding Myths



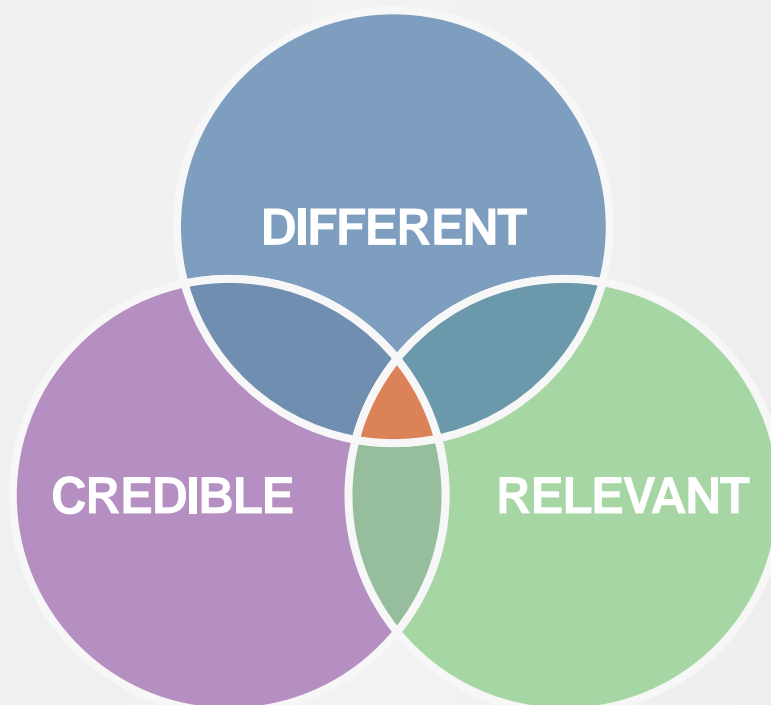
Debunking Rebranding Myths

Rebranding

Every brand carries an idea, unique promise, persona, or perception in the minds of public. Overtime the squeaky-clean image created in the minds fade or diminishes in value. When brand value dilutes, then rebranding helps to bring a turnaround.

Reasons to Reposition a Brand

Business markets are always in a state of flux. Over time changes in consumer behaviour, trends, and innovation results in new business opportunities. Brand need to evolve with the passage of time, and adapt to new ways of delivering message to target audience.



Successful Brand Positioning

Some of the common reasons for rebranding are:

- ✓ Your brand has a bad, confusing or non-existent image
- ✓ Existing value proposition of your brand is not matching with the needs of the market
- ✓ Competition has a superior brand position
- ✓ Renewal of corporate culture and revitalizing brand personality
- ✓ Competitors are promoting a superior value proposition
- ✓ Brand is losing its earlier appeal
- ✓ Changing perception in the minds of users
- ✓ Declining sales or lower perception of users
- ✓ Outdated values and new expectation from consumers



How we help to reposition or rebrand your company?

STEP 1

Identify key differentiator in your business

STEP 2

Drill down the specialities into unique, credible and relevant segments.

STEP 3

Identify how many competitors have these specialities

STEP 4

Create a new sub category and become the leader in this sub category

But there's no ideal way of rebranding or re-positioning strategy, as it will differ from business to business. However, in-depth study of business USP and competitor positioning will help you create a customized strategy for your brand.

What sets us apart from the competition?

- ✓ Dedicated account management for each reseller, helping you rebrand your business
- ✓ Support services including ready-to-use documents, strategy and consulting support
- ✓ Extensive and on-going training for improving brand image

It's time to adorn a brand new image with our rebranding services. Contact our representative to take it forward with our branding services.

**Need Help ?
Contact us**