

Whenever there are major changes in your company, it's time to re-evaluate your brand.

Branding is the most effective strategy any business can employ to engage its target consumer and increase sales and revenue. Its aesthetics, enhance its core value proposition and pricing strategy.

Here are our top 5 reasons to consider a revamp:

1. Your customer base has changed

Create customer personas to help you better understand your core customer groups. Reflect your ideal markets, to ensure your brand speaks to your audience.

2. You have a dated look

Some brands are simply unable to withstand the test of time. Rebranding can take the best elements of your existing brand and repackage it to attract new customers.

3. Your product or service has changed

This may require a different brand as well as a different marketing strategy. A rebranding may need to be revisited to reflect these changes, or perhaps you need to introduce 'sub-brands'?

4. You have moved location

You need to update your stationery, this may be the opportunity you need to relook at your brand. Basic housekeeping.

5. You have expanded your business

A brand that was good enough for you as a small company often doesn't have the elements it takes to be effective on a much larger scale.

Technological advances – advances in technology may mean that your business must operate in a different way. You might want to consider animating your logo or simplifying it for use on your website or across social media.

These points don't necessarily justify rebranding completely, but rather tweaking elements or adjusting your logo to reflect your current business. Brands communicate key information about your company. It makes sense for your brand to evolve as your company does.

If this sounds familiar or the points mentioned are appropriate for your business, please get in touch. Our team would be happy to discuss your requirements!