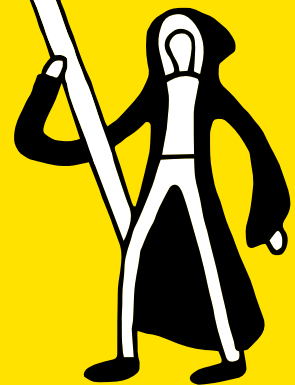


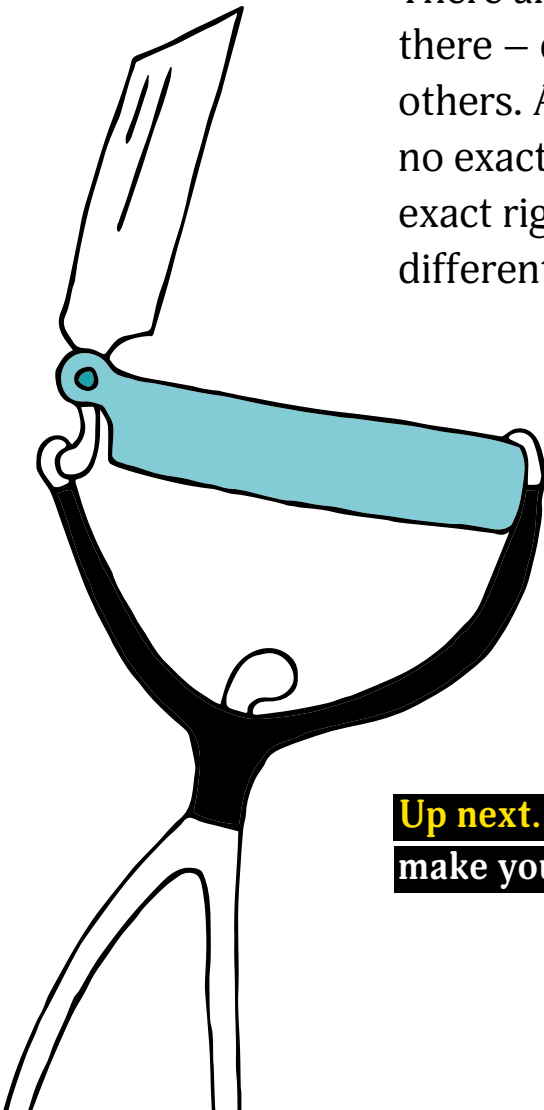
**Don't fear
the rebrand!**



What's the big idea here?

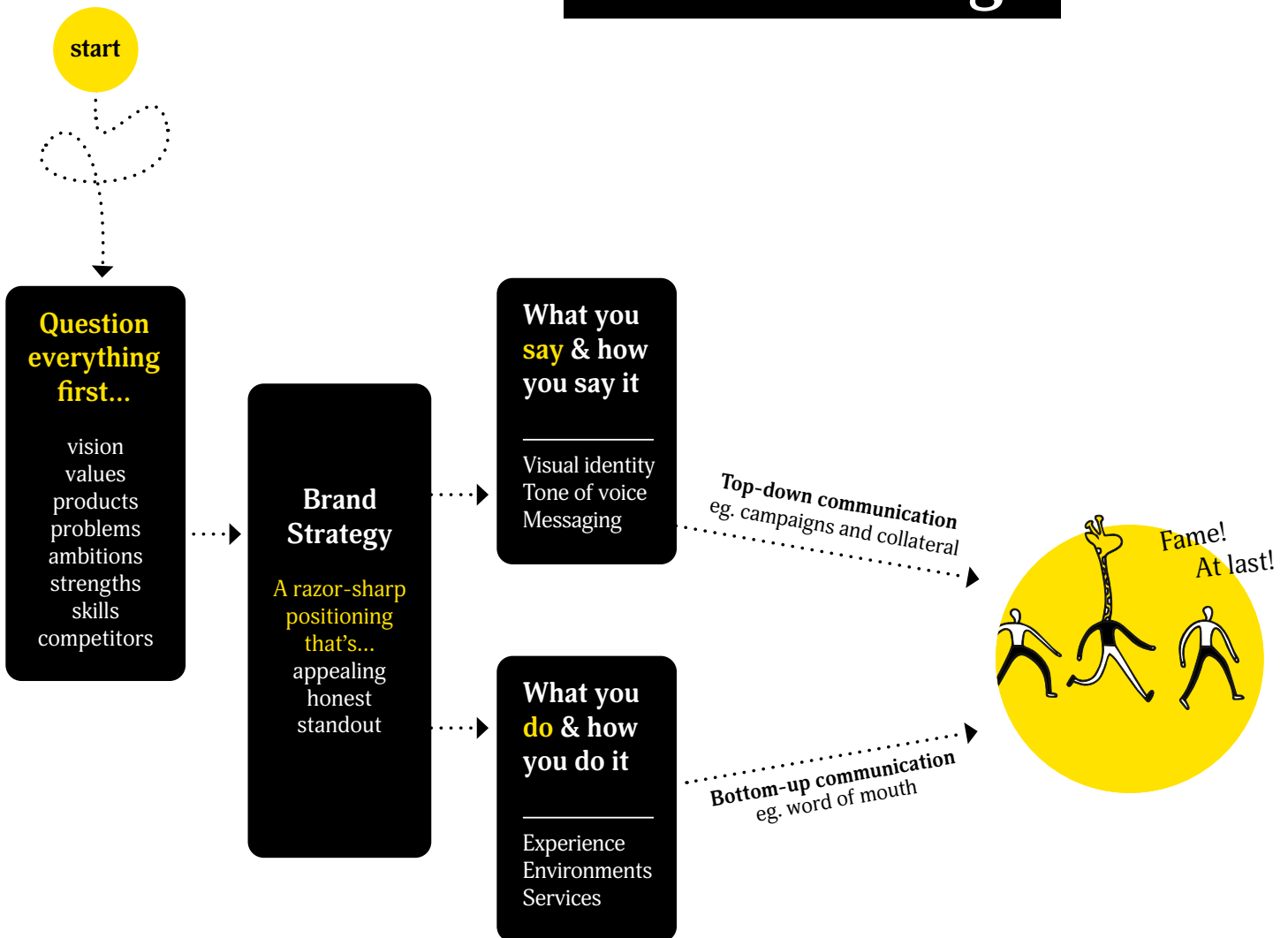
A great rebrand will add a tonne of value to your organisation. It'll bring your team closer together, and set you further apart from your competition. It'll attract new customers, shape the way you plan your future, and **change the way people feel** and talk about you. Feel. That's the most important part. Your brand's job isn't to summarise every part of your organisation. It's to shape the way people feel about you. What's in their gut when they hear your name? **The best brands are razor-sharp** – trusting in just one big idea and some cut-through creativity.

There are 1,001 'strategy' and 'brand' words out there – don't worry if you've heard some and not others. And don't let the long list repel you. There's no exact right or wrong way to do things and no exact right or wrong answer. Different strokes for different folks.



Up next... Our top tips to
make your rebrand a success

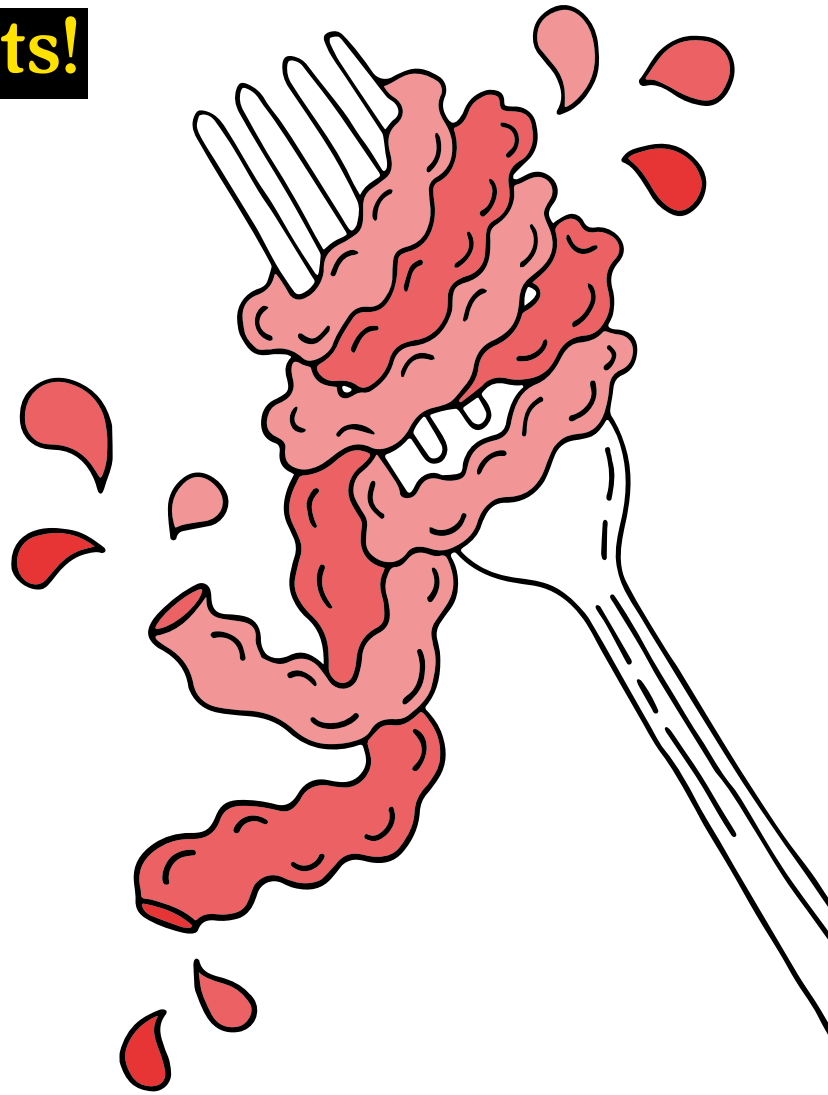
1 Think about **reputation** rather than logo.



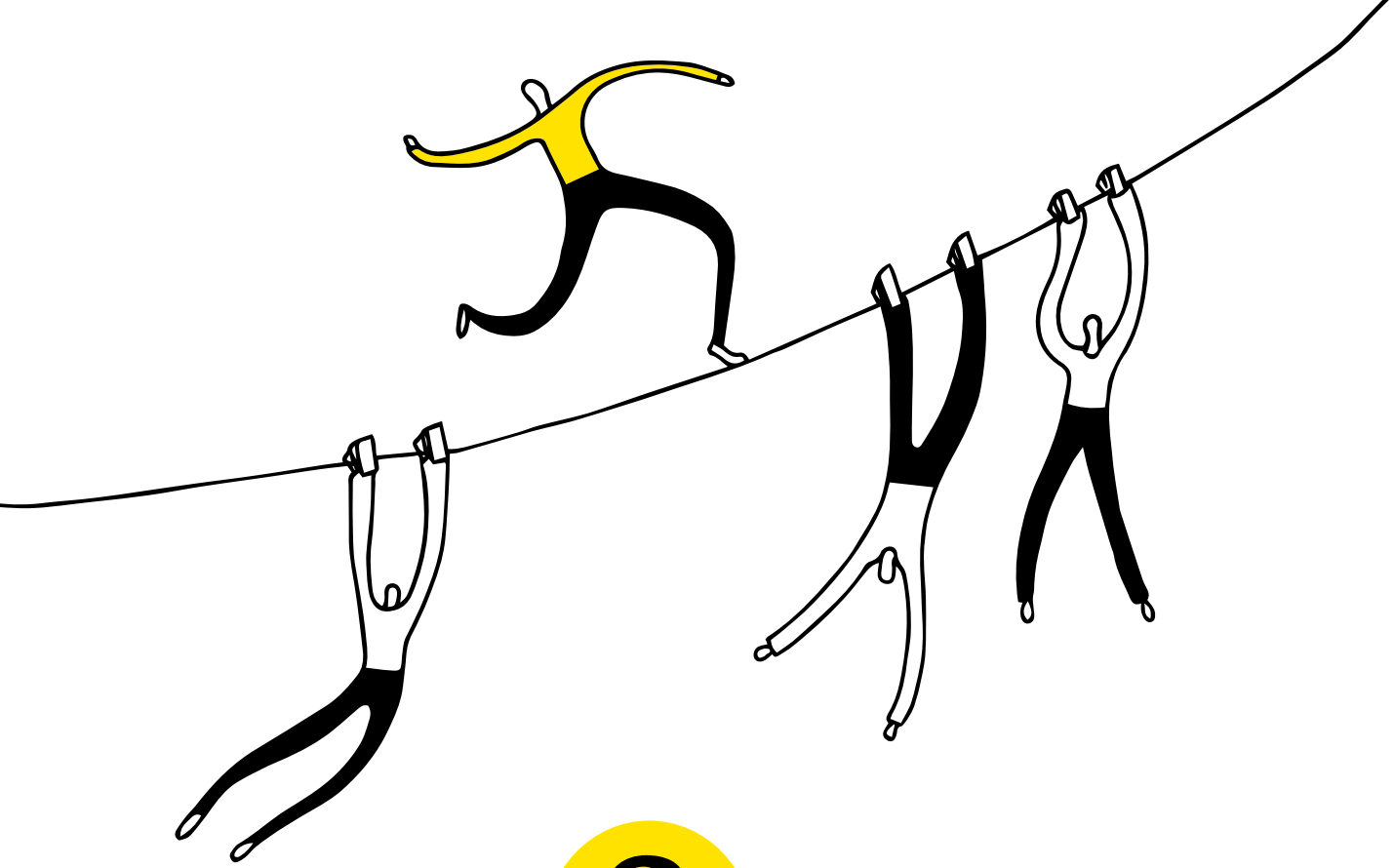
Your brand is what other people think of you – your reputation. Strong reputations are built up over time and come from a tight link between **what you do** (your products, services, culture and customer experience), **what you say** (marketing, campaign and customer service messages), and **how you say it** (visual identity and tone of voice). Good brand planning and a strong idea should get all of that pushing **in the exact same direction**.

2

Get to the guts!



Your brand should be honest, and fuelled by the things people love about you. The easiest way to find those things is to talk to people. **Speak to people at all levels** of your organisation, stakeholders inside and out – and your audience. Brand development is the perfect chance for people to have their say. Don't paper over the cracks. Run honest workshops and get hopes, fears and 'strong opinions' out in the open early. Get to the real guts of your story. Quite often **the friction is where the magic is.**

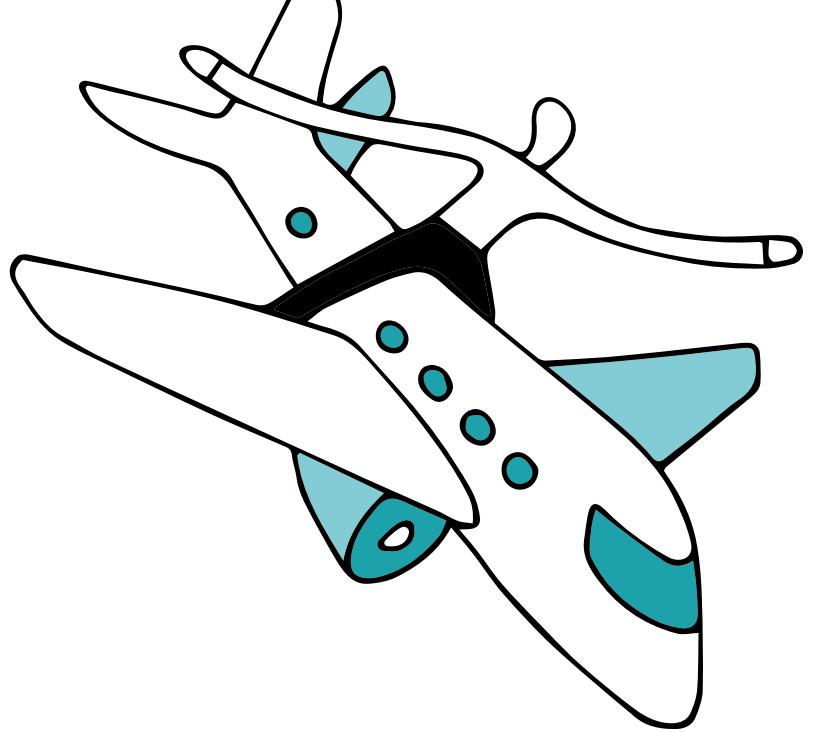


3 Be gutsy

Every great brand has a hook. That single, sharp idea that you remember for years. The first time you hear yours, your heart should beat a little faster. Don't be tempted to settle for something generic – it won't solve the challenges that led you to a rebrand. It won't attract new customers. And it won't make you stand out. If it makes you a little bit nervous and excited then you're onto something good. Most people are naturally averse to change but **if you're not aiming to change perceptions why are you rebranding?**



Set some budget aside for a cracking creative roll out. This should be much more than just a logo, font or colours applied to things. It's a chance to **bring your brand idea to life** in a way people will notice and like. Keep an open mind – your brand and audience might suit one kind of media more than another. Fill your brief with outcomes (eg. more customers under 40) not outputs (eg. leaflets or posters).



5 Avoid the **free fall**

Don't ask agencies to compete for your rebrand by pitching free creative ideas. Of course we'd say that. But really...

You won't get quality, effective work – you'll get guesswork. Great results come from collaborative relationships – conversations, understanding, research, development, thought and exploration. Creative pitches are one-sided – undermining the value of your own knowledge and experience, and undervaluing the skills of your agency. Meet up with two or three agencies, share your problems, ask how they would solve them, see what relevant experience they have, and check if the chemistry 'clicks'. Then trust them to do what they do best.

StudioLR

**STANDOUT
BRANDS &
CAMPAIGNS**

Who the LR we?

StudioLR is a gutsy creative agency. We've been grabbing people's insides and making them interesting since 2004.

From strategy through to execution, we work with ambitious marketers and leaders to build standout brands and campaigns.

If you work with us, you can expect us to get our hands dirty – poking around until we get to the heart of your organisation. Then you can expect big, bold, attention-seeking ideas that get you noticed and remembered.

Shout if you want to stand out...

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