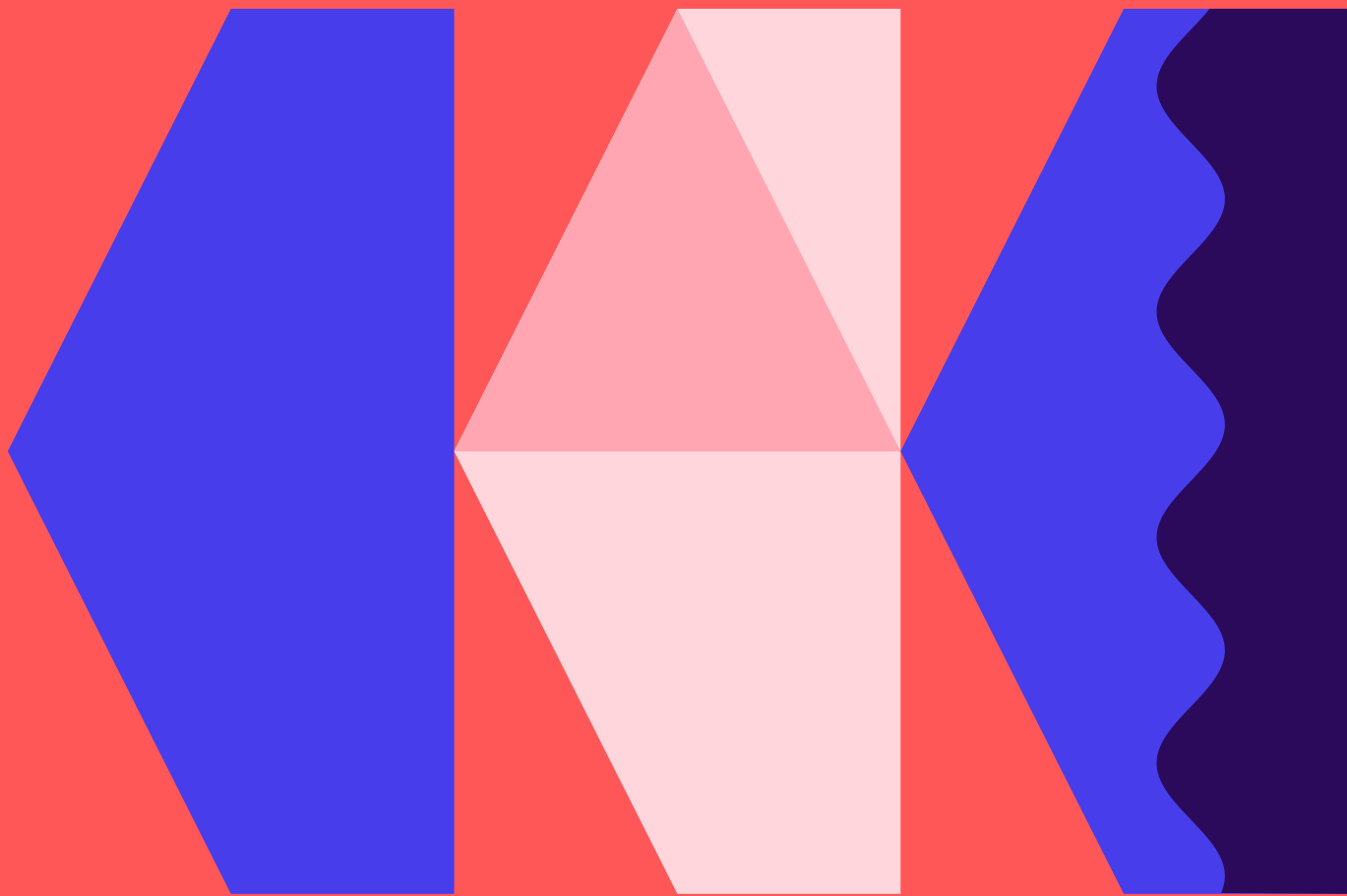# The essential guide to achieving a successful rebrand

Making the decision to rebrand is a defining moment for any company.

As marketing teams shoulder much of the weight of responsibility to deliver the brand, it's important to remember that re-establishing your brand identity is an exciting time.

Everyone in your business needs to be on board with your new-look brand so you can serve existing and potential customers in a better way than before.

Clear motivators for making such a move include expanding the customer base, repositioning the brand within its market and gaining greater overall brand recognition. In order to capitalise on this unique opportunity for significant growth, there are some essential elements to consider so you can increase the chances of a successful rebrand.

In this guide, we'll outline the major obstacles brands face when releasing their new identity into the world, and the key tools needed to navigate such challenges.

Enjoy!

Contents

Another chance to make a great first impression

It's an exciting moment when you finally see the big picture of your new brand. The fresh designs have arrived and the inspiring values have been revised and finalised. The agency has supplied the complete creative package and there is a thrilling sense of potential in the air.

Now it's the turn of the marketing team to bring it to life and captivate the hearts and minds of employees, customers and the wider public.

Rebranding takes an enormous amount of time and resources – and it should. Your brand is what distinguishes you from other companies, and gives a name and clear identity to your product and/or service. Its success is deeply linked to the growth of your business, both in ROI and global reach.

33%

A consistent brand presentation can increase revenue by as much as 33%

*Source: LucidPress

Relaunching a brand requires a momentum which can be weakened when teams across your organisation are ill-prepared to consistently communicate the brand personality and intended customer experience you've worked so hard to revisualise.

The responsibility placed on you to deliver your new brand identity, and keep it consistent in the long-term, can't be overstated. Consider the old saying about only having 'one chance to make a first impression'. No matter how long your brand has been around, the same rules apply with your rebrand.

For this reason, considering every touchpoint from which people will experience and interact with your brand is a necessary part of successfully executing your rebranding strategy.

Onwards and upwards for your rebranded identity

Imagining how your brand can be consistently delivered across every potential point of contact, at this pivotal time, can feel overwhelming.

For marketing teams to fulfil their commitment to protect and propel the new brand, it's essential the right tools and workflows are implemented – helping to educate and empower your entire organisation. To simplify this, everybody must be given the ability to embody and deliver your brand identity.

Maintaining an overall view of your marketing operations at this significant time is key, and answering some important questions can help achieve this:

- Who needs to be informed? E.g. employees, partners, stakeholders, distributors, offices, subsidiaries, stores

- How are you going to inform them? Email, intranet link, a brand hub

- What is each person's role and responsibility in the rebranding execution?

- How do you instruct and coordinate their tasks?

- Are your guidelines accessible and are they easy for everyone to use, or is an outdated company culture expecting information-heavy PDFs?

- Are all new assets and collateral created and ready to use?

- Are they accessible?

- Is local tailoring needed? Language, formats, culturally appropriate imagery

It's highly likely that answers to these queries will create more questions. Whilst this can feel frustrating, knowing that you have the right systems in place can not only reassure you that your fully finalised brand strategy can be achieved, but it can positively influence the strategy itself.

Matching your MarTech to your rebranding needs
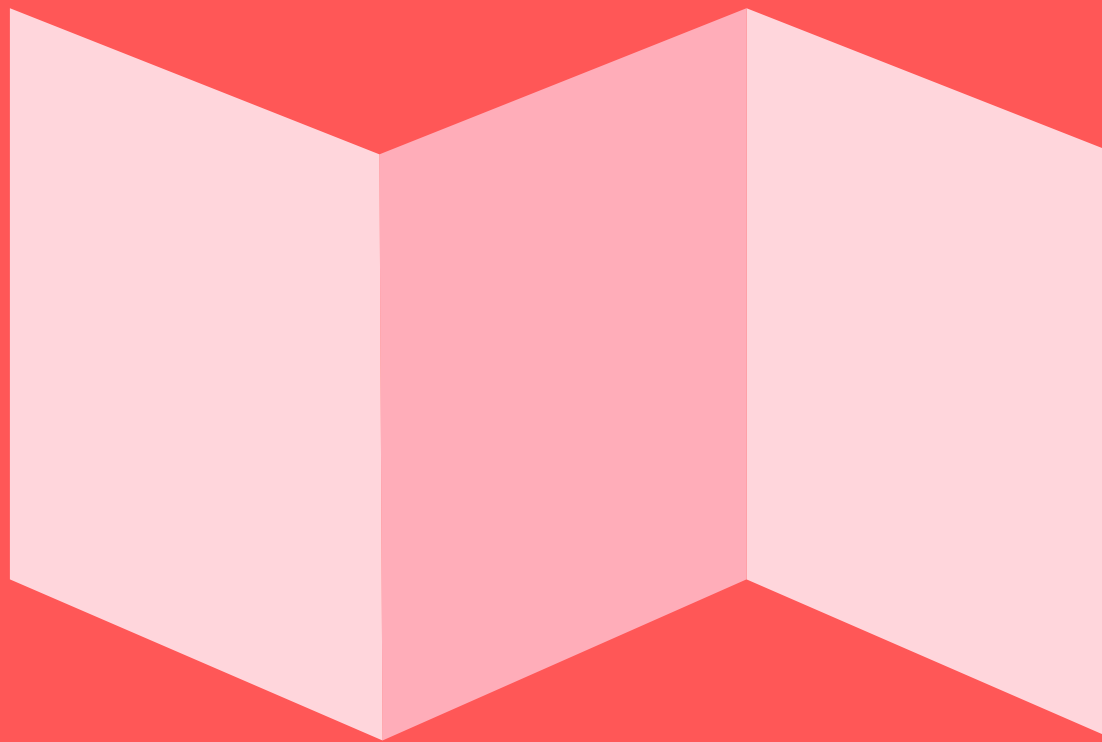
With a great deal of time and money already having been spent to creatively update the brand, taking an honest look at the technology your teams are provided with can reveal a great deal.

True value must be gained from your current set of so-called 'solutions' to save resources in the long run, and it's important not to cut corners at such a crucial time.

10-20%

When companies rebrand, it usually costs them 10-20% of their yearly marketing budget

*Source: Ignyte

With the marketing technology industry becoming increasingly innovative year on year, a rebrand is the perfect opportunity to see if your software is genuinely serving you. Ensuring everyone is adhering to brand guidelines when creating and using marketing materials, sales collateral, and overall communication strategies can become a complex issue to manage.

Naturally, the marketing team is activating the brand and will govern its usage from a physical or virtual head office. Your systems and workflows affect your entire company's ability to deliver every aspect of your brand's look, voice and values, so it's vital to consider how you can create consistency across all locations.

An all-in-one solution, such as a Papirfly's brand management platform, can help simplify and automate most processes, to ensure the successful execution of your rebranding strategy.
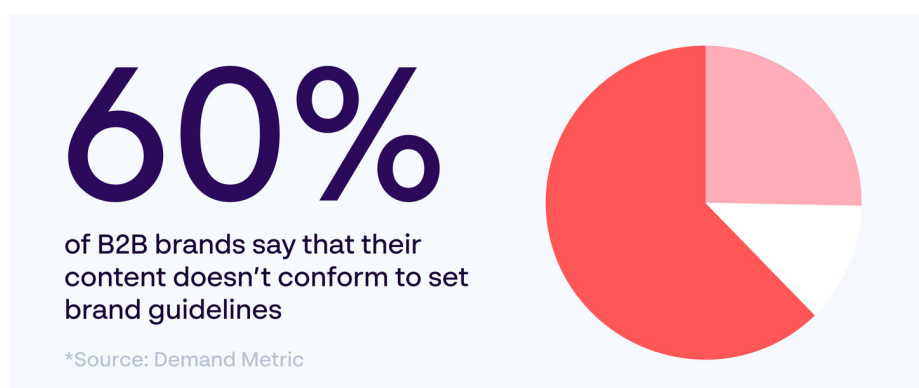
First and foremost, it's important to highlight the fundamental tools such a solution covers, and what every brand marketing leader requires to launch and sustain the long-term life of the new identity.

One home for your brand

All marketers understand that a brand is not just a name. The range of assets and effects, both physical and conceptual, are key to serving a market purpose and defining whether customers decide to spend their time and money with you.

When rebranding, everything needs to be created, renewed, updated and easily shared across the business. While brochures, product sheets, website(s), social media platforms, advertisements, images, logos and promotional items serve various different functions, it's imperative they are all consistently on-brand.

60%

of B2B brands say that their content doesn't conform to set brand guidelines

*Source: Demand Metric

Every brand needs rules and guidelines so that individuals and teams across your enterprise know what it means to be on-brand. A well designed and easy to use cloud-based portal acts as an online companion –ensuring every aspect of how your brand identity should be portrayed is clearly communicated. One home for your brand, available to everyone across your business.

When brand values, logo policies, colours, typography and brand visuals are all packaged and kept up to date in an online platform, a cloud-based portal makes it easier to steer everyone toward perfect consistency – the only acceptable standard for you and your new brand.

Improving clarity in this way helps eliminate unnecessary questions on look, feel and message, and the consequent hold-ups and bottlenecks trying to get answers and approvals. A brand portal is also the beginning of how a brand management platform supports every aspect of the rebranding process.
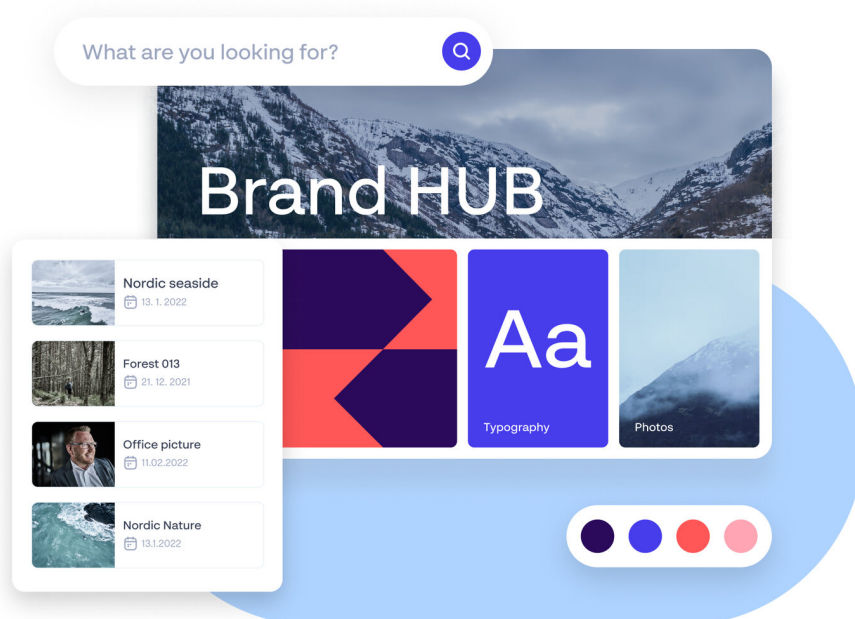
Digital Asset Management
- one single source of
truth for brand assets

Many marketers have often been through the struggle of outdated logos or obsolete branding emerging from various separate sources within the business.

Personal desktop backgrounds, deeply hidden folders and outdated online storage accounts are all potential hosts and hiding places for assets that are no longer relevant to your current brand.

Quickly creating an asset for an urgent marketing purpose is always going to be a very real possibility. Long-discarded imagery can resurface in such cases, especially when a conscientious marketer is rushed and takes asset-creation into their own hands. Such good intentions when poorly executed can cause a lot of ~~...~~ brand is recei

A Digital Asset Management (DAM) system ensures all the latest and verified on-brand assets are reachable, locked down and can be stored in and shared from one place. Controlling the availability of these materials – whether access is granted on an individual basis, or by role, location or level – is a key feature any such system should include. This offers greater confidence that assets will always be used in the right way.

While a DAM performs an essential function for any brand, embedded the software into a brand management platform goes one step further. By connecting the portal to the digital asset library, it then goes deeper into providing consistency and offering even greater efficiency and value for any rebranding strategy.
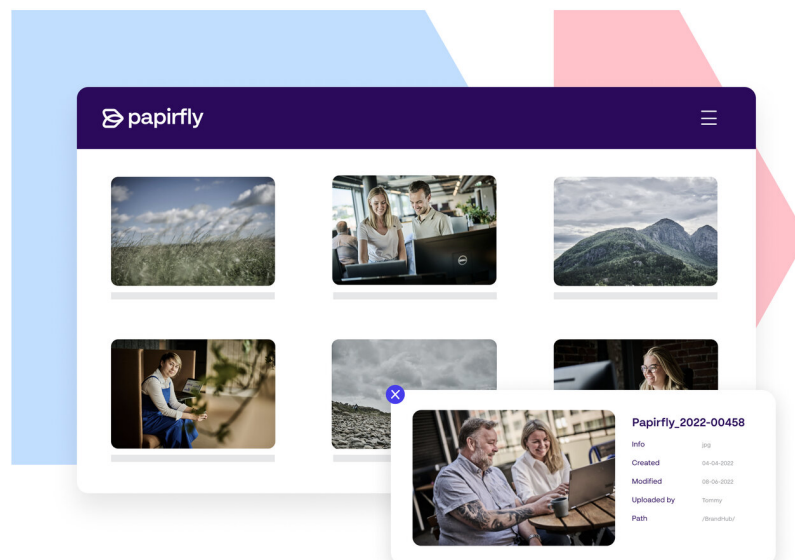
On-brand design templates - keeping asset creation in-house

Once you have locked down the elements of your brand that must be used, there is still the task of putting assets together.

The demand for digital content and asset production is expected to continue to grow, and there will be limits as to how fast your marketing team can meet the future needs.

An external agency can support creating the initial brand and assets, but when it comes to creating urgent marketing collateral this can simply complicate matters. Rising costs and the back and forth requests for reviews, amends and sign-offs can make you less agile than your customers demand.

Likewise, getting hold of the necessary people within your own company for such approvals can take hours, days and sometimes weeks. You need to be able to build workflows that support the way you want tams across your business to collaborate.

> Gartner predicted that bottlenecks in digital content production will be the main cause of failure for brands, and is therefore essential for companies that are rebranding to prioritise resolving
>
> *Source: Digizuite

Online design templates are a significant reassurance for any rebranding campaign. Templates aligned and governed by brand guidelines empower anyone to create their own assets. Truly intuitive template technology not only allows this, but innovative automations protect everyone from breaking any brand rules.

This is where Papirfly's brand management platform truly supports getting everything right in a rebranding strategy, as all templates are pre-approved according to your specific brand guidelines by working closely with our expert teams to build a master template.

Every asset is guaranteed to meet the marketing team's high standards, even before they can be submitted for approval. The sign-off process is swift as anyone can have their much-needed assets in seconds, and there is no delay or risk of dreaded bottlenecks.

Papirfly's templates have been game-changing for hundreds of brands worldwide, and will greatly increase the opportunities for growth that a rebrand presents for a global enterprise.
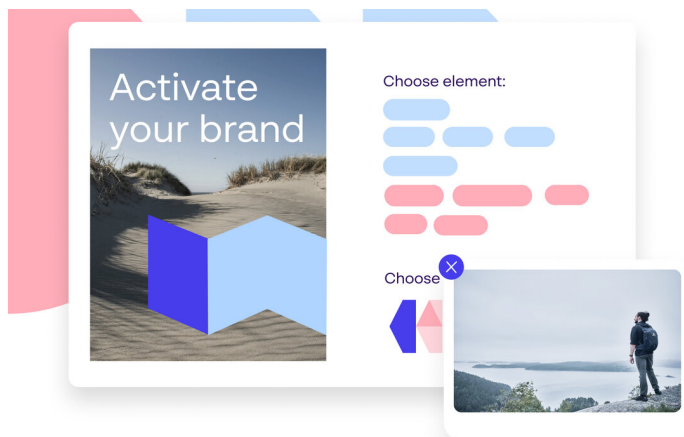
Campaign execution - a bird's-eye view to master a rebrand strategy

There are a whole range of activities that need to be coordinated and executed in a timely and organised manner with any rebrand.

These can include communicating essential messages to stakeholders – internally and externally – and printing new documentation and materials, to name a few.

With an online planning tool you can keep track of timelines, ensure essential assets and information are shared, and stay on top of your game when executing your rebranding strategy. This eliminates the need to consider a multitude of different communication systems, and ensures activities can be executed in a timely manner – and with greater efficiency when the bigger picture is so easy to access.

A brand management platform that embeds such a planning tool with its DAM and on-brand asset creation templates, offers one access point to a complete bird's-eye view to master campaign execution.

papirfly

Campaign Planner

Campaign	Owner	Activity	Period	Budget
Spring	Luke Davis	PPC, Facebook	1-2/2023	25.500 €
	Mike Harris	PPC, POS	2-3/2023	40.800 €
	Luke Davis	PPC, Buses	4-5/2023	28.500 €
		PC, POS	5-6/2023	44.800 €
		C, Buses	4-5/2023	28.500 €
		C, POS	5-6/2023	44.800 €

Launch date 1/2023

Recap

A successful rebranding strategy
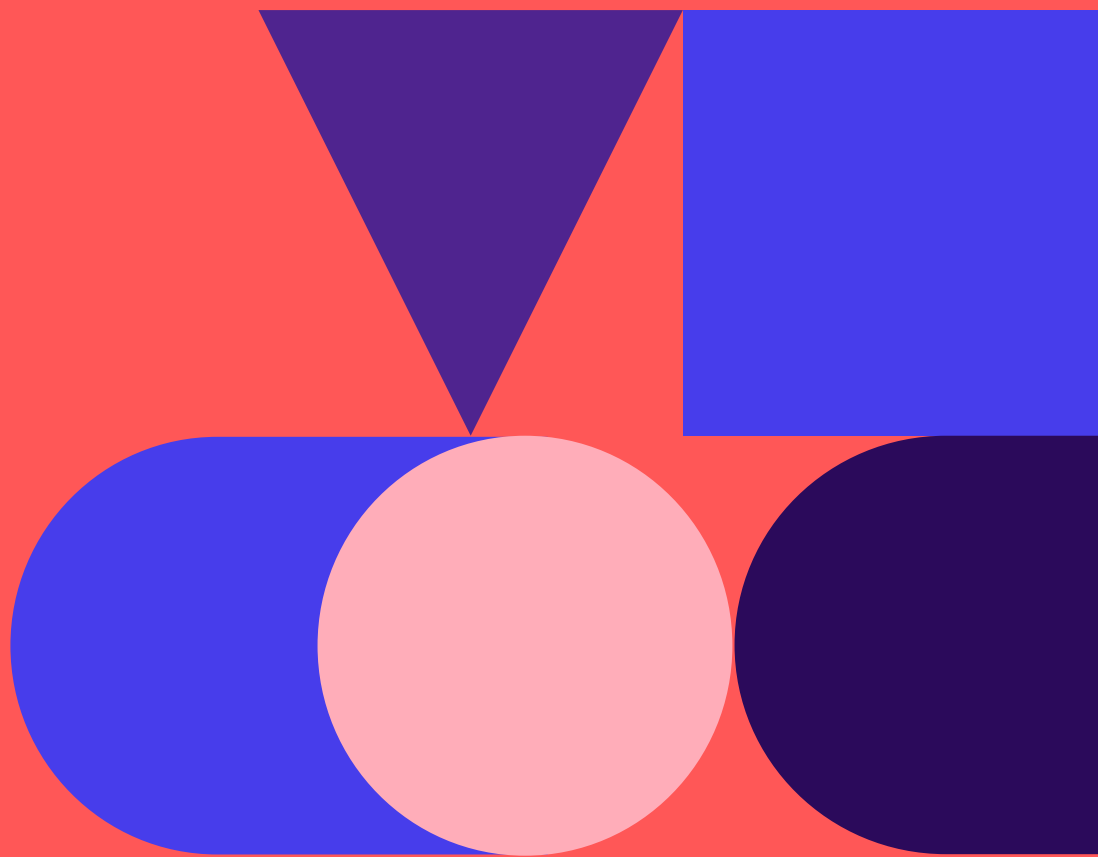
In order to avoid brand dilution and deviation, make your brand accessible and ready to use in every way possible from the beginning.

Empowering everyone in your business to apply your brand immediately increases the chance of brand consistency. Getting your rebrand to 'land' the right way is an enormous responsibility and takes a tremendous amount of all-round effort to get right.

Implementing key solutions such as a cloud-based brand portal, DAM system, on-brand template technology and planner online planner will lay solid foundations for activating, managing and, therefore, delivering your new and improved brand identity.

With a solution such as Papirfly's brand management platform, your teams are given the best opportunity to create experiences across all business operations that build trust and encourage a continuous, positive relationship with your brand.

Considering what we've covered, we can summarise the benefits of an all-in-one brand management platform as follows:

Seamless execution

When rebranding, you establish an intuitive and easy to use system, so users can simply follow your directions for downloading, creating and applying the new brand – without any design skills or branding know-how required.

Brand consistency

With everything available in one single platform, you no longer run the risk of local creative mistakes and brand short-cuts diluting your brand. You can rest assured that every aspect of your brand identity has been correctly defined, communicated and is ready to be used as intended.

Improved time to market

When rebranding, time is of the essence. By having assets and templates ready to use, your company can easily deliver and distribute the new brand in no time.

Marketing efficiency

With the huge task list that comes with a rebranding process, you want to make sure you can work as efficiently as possible. An all-in-one brand management platform allows you to master rebranding smoothly and efficiently from one single location.

Ease of maintenance

Brand maintenance can take a huge chunk out of your daily working hours. When rebranding, you can be sure there will be many assets, rules or templates that will require some extra attention. However, when everything is neatly stored in one place, maintenance is kept simple. Update a file and everyone has access to the latest version – no questions or manual redistribution needed. And establishing a master template removes questions on whether what has been created is on-brand.

Real-time monitoring

When rebranding, it is especially important to have an overview of how everything is going. Are your new brand guidelines being read? Are the new assets in use? Are the marketing initiatives executed as intended? With a Brand Activation Management platform you'll have full control of your planning and execution.

# Activate your rebrand everywhere
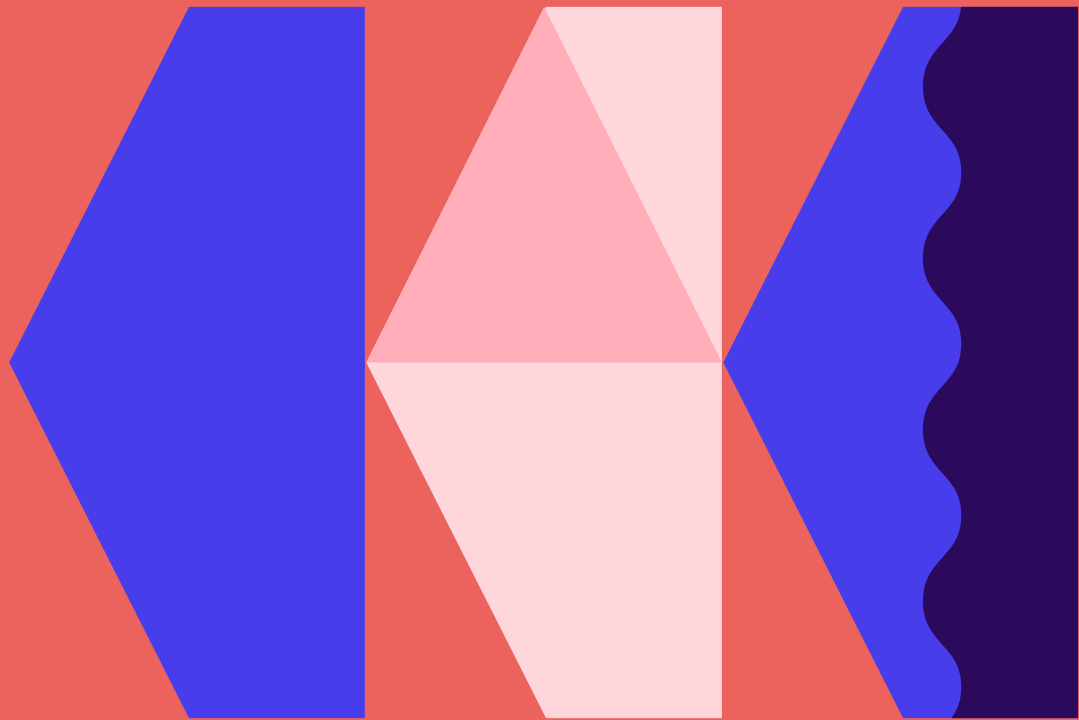
The functionalities and capabilities provided in a brand management platform will vary. It's important that you are familiar with what options are available and then make an assessment of what is best for your brand and company.

Even though you are rebranding, and this is what kick-started your need to discover more right now, we recommend you think long-term. A rebranding process and reaching your goals can take years, so make sure you are set up for the journey. With Papirfly's brand management platform, you will get our expertise and determination, along with our innovative software, to help your brand reach new heights in the rebranding process and beyond.

Discover more on our website, hear from our customers and their successes in our brand stories to see the results you could achieve, or book a demo now to hear exactly how Papirfly's suite of brand management solutions work together to serve you and your brand today, and far into the future.

Unleash your brand with Papirfly
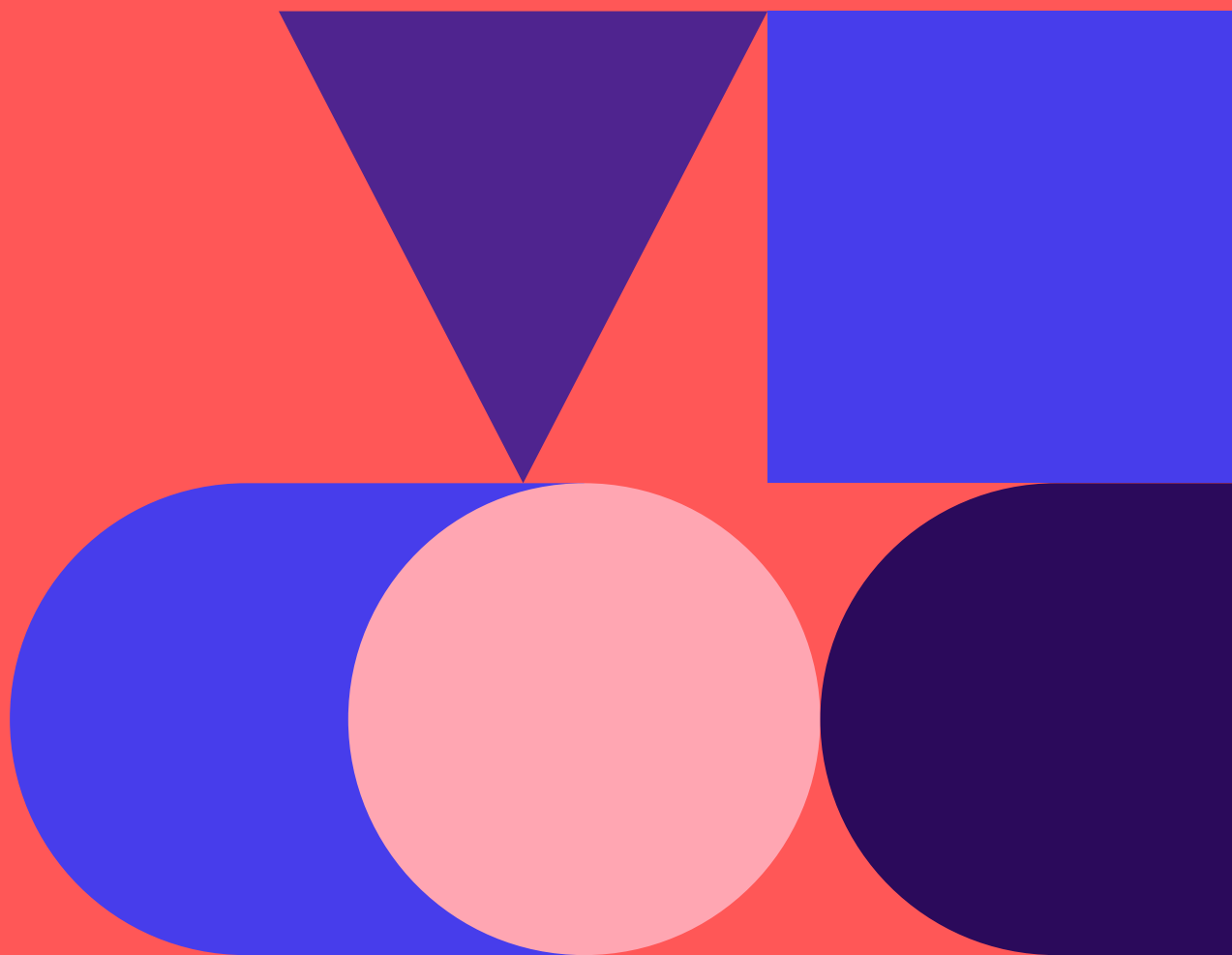
How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.

At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

- Customers are experiencing inconsistent and diluted branding across touchpoints
- Stressed teams aren't getting the marketing materials they need or quickly enough
- Too much already-limited budget is being spent duplicating work and on multiple tech solutions
- Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

- Global brand governance now and for the future with guaranteed consistency at every touchpoint
- Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
- Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do **more for less**
- Produce all assets **in house**
- Create with **no previous design skills**
- Achieve **100% brand consistency**
- Reach **all markets, in any language**
- See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform

Trusted by the world's most recognisable brands

1M+
regular Papirfly users

600+
brands using Papirfly worldwide

Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point

Educate & Control
Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share
Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onesecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate
Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate
Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise
Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations
Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®

212% ROI

80% reduced effort in asset creation

Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly

Global brands trust Papirfly

"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly.
We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM

Empower your people.
Unleash your brand.

Discover our game-changing brand management platform.
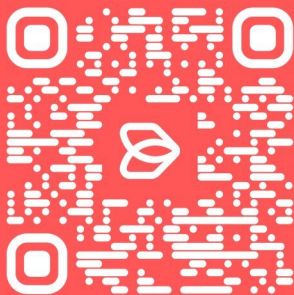
At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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