



When – and Why – to Rebrand

Creating brand recognition is usually thought of as a consistent and omnipresent effort. This is true for the most part, but I've met with organizations that tether themselves so diligently to the idea of consistency that, ultimately, they stagnate. It can be difficult for organizations to give up a visual identity and message that's been successful in the past. There's the expense, and there's also an emotional attachment to the familiar. So, when should an organization think about rebranding?

Often there are legal issues that arise forcing a rebranding such as a corporate name change or new ownership. Another reason might be the launch of a new division or product category. It is especially important to consider rebranding if your audience changes to include a new demographic.

One of the most important reasons, but sometimes overlooked: to stay relevant to your customers. If your message feels outdated, your customer loyalty can wane. A fresh and contemporary look and message tells them you're still viable and growing with the times. It also says you're paying attention to them. There's no better way to keep loyal customers than to listen to their needs, and then satisfy them. That is where consistency pays off.

A well planned and executed rebranding will add new vitality to your organization, reach new markets, and reconnect to your loyal customers in a new way.

- Cathy Copeland

Copeland Art is a branding and visual design studio based in the metro-south Boston area.

For more information: copelandart.com, or call 781-784-6396.