

REBRANDING METHODOLOGY

1

DO YOUR RESEARCH

WE DO OUR HOMEWORK.

We start with a thorough SWOT analysis of the current brand and business. This research phase might include analysis/evaluation of:

- Company mission and values
- Target client prospects
- Competition/market environment
- Competitive advantage

HONE YOUR MESSAGE

Next, we get to the heart of what makes you, you; and we determine how to communicate it.

This might include:

- A new brand name
- Tagline
- Messaging framework
 - » Brand positioning
 - » Key differentiators

2

MAKE IT VISUAL

WE BRING YOUR MESSAGE TO LIFE.

The third step in the process is to update all visual elements to match the new name and messaging framework, starting with the organization's logo. Once a logo is finalized, we will create a comprehensive style guide.

3

MAKE IT CONSISTENT

WE CASCADE THE MESSAGING AND BRANDING.

Utilizing the new messaging and visual elements, we update all marketing materials – including online assets like website and social media channels.

4

MAKE IT KNOWN

FINALLY, WE LAUNCH.

The final step is to take the new brand public with a launch and rollout strategy:

- Internal launch and rollout to employees
- External launch, which might include:
 - » A celebratory launch event
 - » Customer and prospective customer announcement and outreach
 - » Media announcement and outreach
 - » Social / digital media campaign.

5



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