



7 Steps to Rebranding Your Trade Show Presence

Cheshire has undertaken a rebranding initiative - from logo and print materials, to website, and beyond! You can see our new logo on this email. Our new website will be coming soon (watch for the big reveal in the next issue).

That made us think about how all-encompassing a rebranding initiative must be, to be effective.

We turned to Anthony Miller of [Miller Media 7](#) for his thoughts on the definition of a brand and what a brand encompasses. Tony's company handled Cheshire's logo redesign, as well as google ad words, the graphics with the landing page, keywording for the web, and text for our 3 vertical markets.

Tony explained, "A brand in today's hyper changing landscape is an all-encompassing style. Whatever that means for your brand, it's so much more than typography, color palettes, and form elements."

He added, "Sure, all those things form a basis of a brand, but it also lies in the way you respond to your customers, and what copy lives on your website, to almost the most important: the people you choose to steward your brand. A brand is a collection of experiences for anyone who touches it."

It is not uncommon for businesses to update their brand, or do a complete rebranding initiative. Most organizations that go through the rebranding process take a very comprehensive approach. This holistic perspective is key to encouraging consumer loyalty, driving authority, ensuring customer recognition, and securing trust in your product or service.

The rebranding is reflected in logos and letterhead, print materials, and website... perhaps even throughout the office. A true rebranding strategy calls for reinvention and re-messaging across all forms of communication.

According to Tony, the importance of consistent branding lies in "being a positive predictable outcome. It's like if you have a fun, loving uncle who one day shows up at your dinner table and begins to be the biggest 'debbie downer' of all time. It's confusing to everyone. For all your stakeholders who interact with your brand, you must have seamless consistency throughout. In advertising, brands use spokespeople, characters, and the same tone for generations in some cases. Brands do change over time, but not without careful planning and testing."

If your trade show participation happens only a few times each year, your organization's presence and messaging in the exhibit hall after a rebranding may be overlooked until the last minute, or until it's too late to make changes. Whether your booth takes a single exhibit space and has a minimalist design, or it occupies multiple spaces and is one of the most complex in the hall, the concerns are the same.

Consider the following questions when doing an audit of trade show readiness:

1. Is the new logo and tagline included on all print and digital collateral being distributed?
2. Do all the promotional products being distributed include the new logo?
3. If booth staff wears company branded clothing, have the shirts and other clothing items been redesigned, or do they still carry the old logo?

4. Does the actual *design* and colors of the booth reflect the rebranding? For example, does the booth convey a message of "New, enhanced and contemporary" or does it shout "same old" or "business as usual?"
5. Do all aspects of the AV being used incorporate the new branding message, from videos and presentation elements to signage and lighting gobos that display your logo?
6. Is your booth staff versed in the new messaging, so that their communication with attendees is consistent with the rebranding?
7. Is booth staff follow-up with show attendees consistent with the company brand and goals? (Hint: this is often an area that falls short!)

If you can answer "yes" to all the questions above, you are ready to make a powerful impression at your next trade show.

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