

# Rebranding Experts Is The Only Firm Purposefully Established and Designed to Rebrand Organizations Successfully

# rebranding?

Our years of experience guiding multiple rebranding efforts **will bring efficiency, save you time and money**, and help you **make the right decisions** to avoid unnecessary missteps. Our rebranding transforms organizations, to achieve your full potential.

## It starts with a **fundamentally different viewpoint.**

We don't see rebranding as a marketing strategy. We see it as an enterprise-wide strategic growth accelerator. Done correctly, rebranding is a jetpack to your growth.

Successful rebranding should create a forward-facing organization able to grasp new opportunities. That requires a different approach, one that engages your full employee base in delivering a different customer experience.

Rebranding is a heavy lift for an organization. To be successful, it requires someone who has gone down this road before. We've based our methodology on feedback from recently rebranded organizations to reflect what works and the challenges they experienced that need to be overcome.

Our experience spans all industries, encompassing both B2B, B2C and nonprofit sectors, collaborating with organizations of all sizes. Our work ranges from strategic consultation to complete, comprehensive rebranding execution.



## PURPOSEFULLY DESIGNED

We are a rebranding firm, purposefully designed with all the capabilities that organizations and clients have acknowledged are necessary to rebrand successfully.

### What Traditional Marketing Firms Offer

- Research
- Brand Strategy & Planning
- Name Creation
- Logo & Graphic Identity Design
- Website Design
- Digital and Social Marketing
- Signature Launch Events/PR
- Ad Campaign Development

### The Capabilities We've Added To Those To Build a Rebranding Firm

- + Customer & Employee Experience Design
- + Leadership Engagement, Coaching and Communications
- + Employee Engagement & Internal Marketing
- + Change Management
- + Human Resources Culture Building and Employer Brand
- + Corporate and Crisis Communications, Reputation Management
- + Rebranding Legal Counsel
- + End-to-End Rebranding Project Management Process

## Recent Rebranding Work

### Go Courageously Forward



BPI group US Becomes Bravanti

### Where Devices Go To Live



United Electronics Enters Consumer Electronic Device Repair Market

### Making Moments Matter



Carlson, Carlson-Rezidor and Radisson Combine With Singular Value System

### Becoming One



Riegel Linen, T-Y Group and Harbor Linen Merge to Become 1Concier

### The Power of Blue



Dearborn National's Ancillary Insurance Products Now Marketing as Blue

### Transforming Human Comfort



Ver-Tex Evolves to Contexture Focused on Optimizing Building Performance



*"Their work was transformational to us, as it has caused the public to view us in a fresh way that enables us to touch more lives through our work."*

**Dennis Sonnenberg, CEO Cantata**

## We Know From Experience

- ✓ Rebranding is not just a new logo and messaging but an opportunity to create a brand that represents a new forward-facing organization aligned with your strategic plan and we approach it with that enthusiasm
- ✓ Rebranding transforms organizations and therefore requires change management to be successful. That's why we are PROSCI Certified Change Managers
- ✓ The biggest challenges to rebranding are internal and we address those in our methodology
- ✓ Rebranding can be overwhelming, an effort most staff are executing on top of their day jobs, so we make it easier through disciplined project management
- ✓ Rebranding is a much more comprehensive effort than most organizations realize so we make sure to cover all the necessary bases
- ✓ Rebranding is an opportunity and we encourage clients to reach further and higher to put energy into their new brand

Rebranding Experts was originally the rebranding practice at Chicago-based Dixon|James Communications, a full-service marketing communications firm founded by Jim Heininger in 2010. The team was spun off as a separate agency - Rebranding Experts - in 2017 to focus solely on supporting these important organizational transformations. It is the only firm established and purposefully designed to help organizations rebrand successfully.

## Achieve Your Full Potential.

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