

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

REBRANDING EXPERTS

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.

We work with firms of all sizes across all industries. Our support spans from providing strategic guidance to full rebranding implementation, depending upon your needs.



Our Services

Rebranding requires a broader and deeper set of capabilities than what a typical marketing, advertising or branding firm delivers. We have aligned all needed specialties into one team:

- ✓ Research
- ✓ Brand Strategy & Planning
- ✓ Name Creation
- ✓ Logo & Graphic Identity Design
- ✓ Website Design
- ✓ Customer & Employee Experience Design
- ✓ Leadership Engagement and Communications
- ✓ Employee Engagement & Internal Marketing
- ✓ Change Management
- ✓ Leadership & Team Training
- ✓ Corporate Communications
- ✓ Rebranding Legal Counsel
- ✓ Digital and Social Marketing
- ✓ Signature Launch Events/PR
- ✓ Measurement

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



"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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