

# Rebranding Right

## Brand Redesign Process & KPIs

What you need to look out for if you're rebranding.

Rebranding is a tricky process if you aren't going for a top of the line agency. It can have disastrous effects if the distinct brand assets aren't carried forward in a meaningful way.

How ever, the agencies that will handle rebranding well tend to cost between 20 and 100,000 USD and that just isn't in the realm of possibility for most Sri Lankan companies.

We decided to put this document together to help you reduce the risk of hiring a smaller agency or a freelancer to rebrand your company. What is outlined in this document can either be given to the designer as a part of their scope of work or can be carried out by your team members.

Happy Rebranding!

# Rebranding Right

*There is no difference between the man who does not read and can not read.*

*- paraphrased Mark Twain*

# the scientific foundation for brand identities.

When creating this document, we wondered on if it should be a series of worksheets that are seemingly self explanatory or include the importance of each process first.

Being scientifically included, we interviewed top level marketers and CEOs to understand their perspective and they agreed that the “Why” is what makes the “How” important.

The first section is the most up-to-date explanation of what a brand is, drawing from multiple fields of study

including Evidence Based Marketing, Marketing Science, Behavioural Economics, Neuromarketing and of course, Graphic Design.

## mental & physical availability

A brand is considered a large, successful brand when it has more marketshare than all its competitors. This is a universal truth and is the goal of every company.

Brands grow when two key metrics work in unison. These metrics are mental availability and physical availability.

Research from the fields of Neuromarketing and Behavioural Economics show us that the process of generating a consideration pool for buying is completely sub-conscious.

This means that buyer behaviour is irrational and emotional rather than a rational cost-benefit analysis.

Furthermore, research also shows us that a vast majority of consumers (70-90%) are completely unaware of the meaning assigned to branded elements such as personality, values & positioning. While these elements are useful in terms of internal communication and strategic development, one should not have delusions of what & how consumers, clients or customers think & behave.

The result of this research is that consumers are generally uncaring and emotionally driven about their purchase choices and more often than not, purchase the first thing that comes to mind that is in close proximity. This is what is known as mental availability and physical availability.

Paradoxically, this increases the importance of branding as the points of differentiation that were once thought of as cornerstones to successful marketing have now been found to have a far less significant effect than

previously thought.

Mental Availability consists of two parameters by itself. The first being the *freshness of the memory* or *saliency*. Saliency increases with frequent interactions with the brand, making it feel more important. This parameter is generally controlled by advertising.

The second parameter is recall. Recall is the speed at which the product or solution comes to the awareness of the customer thus, recall depends on how unique, simple and appropriate an identity is.

# what all brands should be

Before moving on to re-branding, one must have a foundation in what *branding* should be.

Considering the evidence in the previous section, a brand identity needs to reflect the function of the human brain to pass through with minimum friction.

If recall requires uniqueness or distinctiveness, simplicity and appropriateness, then nature and biology have already given us parameters to design for.

Recall is created by using distinct brand assets. These brand assets create shortcuts to recognizing products and services.

The red colour of the coke, the golden arches of McDonalds, the fuzzy feeling that Disney movies bring you and Steve Jobs for Apple are all forms of distinct brand assets.

This section explains each of the parameters that create good recall and how you will know if those parameters have been fulfilled.

## **Distinctiveness**

Distinctiveness or uniqueness is how dissimilar the identity is to other identities.

The main thing the human brain looks at for identification is the silhouette or outer shape of the subject of observation. Any detail or flourishes are secondary and often go unnoticed.

To create a distinctive trademark, the silhouette has to be unique to just your brand.

This property is tested generally through trademark laws but this testing isn't

specific enough. Run an image search of your mark - just the mark (without typography), in black and white. If you find anything similar, in your category, seriously consider a redesign.

### **Simplicity**

The obvious answer is that simple things are easier to remember than complex things but there's two scientific reasons why this is true.

Neurologists can predict the outcome of a decision upto 9 seconds prior to the test subject being **AWARE** that they have made a decision. What happens in this time is that information is being processed until one or more solutions cross the decision threshold.

80% of the time, the first thing that comes to mind is also the choice.

Simple marks reach the decision threshold faster because there's less information to process.

The second reason is that simple information is easier to remember. An identity is a tool for recognition and recognition becomes impossible if a customer can't learn (commit to memory) the identity in the first place.

Increasing complexity increases the investment required to make the identity *stick*.

### **Appropriateness**

Appropriateness is the *feeling* projected by the identity. Inexperienced designers will claim to imbue an identity with boldness, elegance, trendy and timeless all at once but this never works out. An identity an project, at most, one feeling effectively.

Because this parameter is in an abstract realm, explanation using written or spoken language without being pointlessly technical is extremely difficult.

The next page will have examples of different marks that project different feelings for ease of understanding.

Without a defined brand you don't lose the ability to create a memory in the mind of the customer, what you lose is the control you have over that memory which, in some cases, might be worse. No memory is better than a bad one.





trust

Painted  
Stork

whimsical



stable

UNCLE  
Leo's

hand made

**velocity**

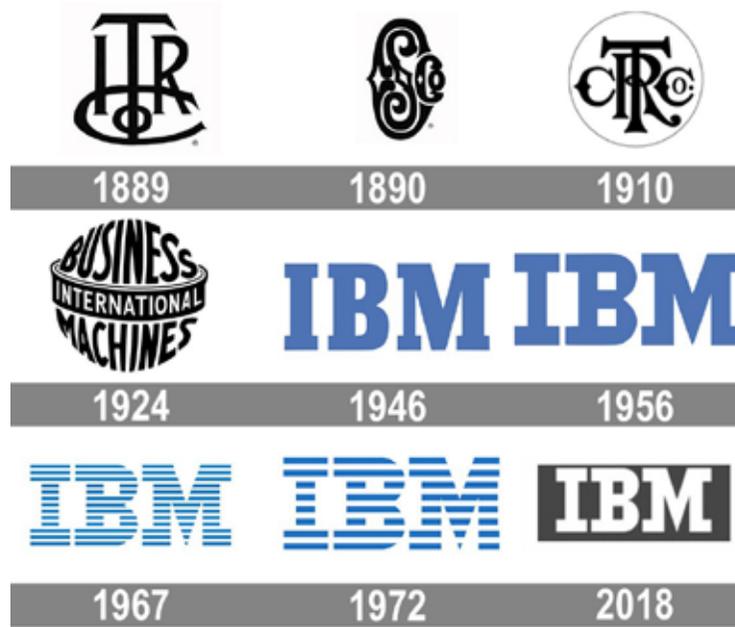
intense

# what rebrands should be



A good rebranding exercise will carry forward most, if not all the mental availability from the previous identity to the new one while updating the look overall.

If one is keen enough to observe the evolution of identities across time, one thing that is impossible to notice is the general trend towards more flat, simple logos.





1976



1977-1998



1998



2001-2007



2007-2013



2013



If your rebranding efforts are moving your identity in the opposite direction and adding complexity, reconsider your approach.

If you're moving towards simplicity, take your designer out for a meal. They're doing a good job.

If the same degree of complexity is being maintained think of how you can reduce complexity - the world is becoming more competitive and you need every edge you can have.

# what rebrands should be

The second line of work is to define what is and isn't a distinctive brand asset.

Often, business owners and marketing departments will end up choosing what is and isn't distinctive within a bubble which can yield disastrous results.

While it may be hard to hear, marketers and business owners opinions, tastes and subjectivity have no place in a rebranding exercise. Customers reign over the market.

Print out all available marketing collateral and identify repeating elements. This could be typography, patterns, textures, colours, photography styles or the tone of written copy - anything that shows up repeatedly.

Ask a designer to provide isolated versions of these elements.

Present these isolated elements to customers and place the elements on the graph in the next page.

If several people recognize it to be yours, it is famous.

If your brand is the only brand that has this element, then it is distinctive.



# what rebrands should be

Once distinct brand assets have been identified from the previous section, a designer can work on reducing the complexity on these elements as well.

If you are left with some elements missing, there is a list of requirements for a rebrand on the next page.

**expect to get.**

A trademark  
brand colours  
typography  
pattern/texture/graphic style  
written tone of voice

business card  
letterhead  
envelope

**summary**

- Aim to create an identity that is distinctive, simple and appropriate.
- Reduce the complexity of the existing trademark.
- Identify current distinctive brand assets.
- Reduce the complexity of distinctive brand assets.

**closing notes**

Armed with these tools and information, we hope your rebranding exercise is successful.

Happy Marketing!

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Process & KPIs

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