

What is the
right business case
for this rebranding
project?

We've closed the
M&A deal. What to do
with the brands?

Stuck with multiple brands?

Future Brand Decision Deck

A brief introduction

When you're stuck with several brands and/or labels and want to get rid of the proliferation of brands, how can you be sure that you are making the right decision? This Future Brand Decision Deck is built upon years of experience in marketing, (re)naming and (re)branding projects.

In this deck you'll find lots of valuable knowledge on what to and what not to do by setting up a rebranding project. Including the metrics of the business case which enables you and your stakeholders to decide on numerically substantiated values.

Our knowledge is based on several (re)naming and (re)branding projects:

- [Zilveren Kruis/Groeneland/PWZ Achmea](#) (project leadership in repositioning and rebranding, 2005/2006)
- [GMP+ International](#) (project ownership in repositioning and rebranding, 2016)
- [Freek Hypotheek](#) (project ownership in positioning, naming and branding, 2017)
- [Aster ICT](#) (project ownership in repositioning and rebranding, 2018)
- [Jurable](#) (project ownership in repositioning, naming and rebranding, 2019)
- [Eneco eMobility](#) (advise in marketing & rebranding during and after M&A in German market, 2019/2020)
- [LikiFin](#) (project ownership in positioning, naming and branding, 2021)
- [Vivine](#) (project ownership in positioning, naming and branding, 2021)



Content

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Preferred brand

About reason, decision to make and scenarios.

02

Quick facts

An overview of some explicit thoughts about why and why not rebrand.

03

(re)Branding lessons learned

The most important lessons learned in the market of B2B companies.

04

Steps to take

What actions do you have to take to come to the right choice.

05

An inventory list

A checklist of all objects your brand probably is displayed on.

06

The business case

With key metrics we've created the business case.

1. Preferred Brand

Reason

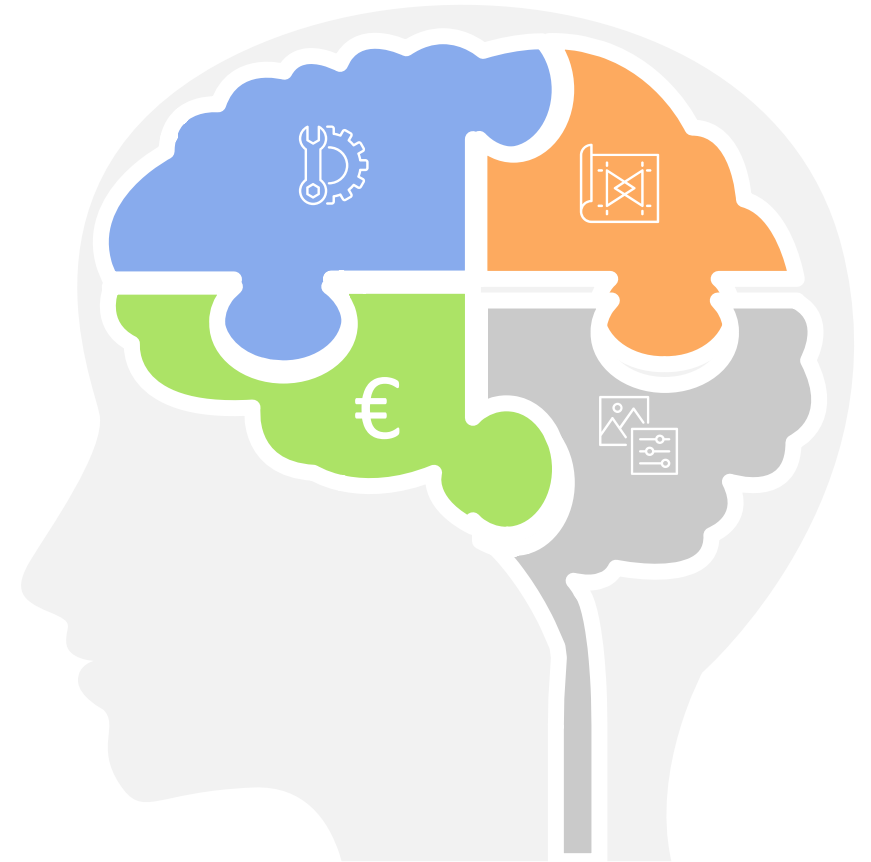
Currently, you are stuck with more than one brand. Simplicity and scalability is key.

Decision to make

Which brand to choose as an (international) brand, considering: Necessity, Benefits/risks, Timing, Trademark, labels v. brands, business case?

Scenarios

There are several scenarios: 0. Keep it the way it is / 1. Rebrand to Brand A / 2. Rebrand to Brand B / 3. Transform brand to Label of Proposition



2. Quick facts about rebranding

Multiple brands or one? (Source: VIM Group)

- For every euro that is invested in strategy and design, an average of 20 euros is spent on implementation. Reducing multiple brands to one results in cost savings, but retaining various labels eliminates the cost benefit.

Brands or labels/propositions? (Source: VIM Group)

- There is an important difference between a brand and a label. A brand contains emotion, a label doesn't. For example: Ikea and the Billy bookcase. In this example, Ikea is the 'owners' of the emotion. The label (Billy) is a dead object.

When might rebranding be a bad idea? (source: Business2Community)

- When the acquired company has a long-established history in the community;
- When the acquired company has reached an unique market position;
- Or when the acquired company is the undisputed leader in its niche.

3. Six most important lessons learned...

→ ...and what to do with.

No room for personal preference

→ It requires an openminded approach, discard personal sentiment.

Sources: ([Business2Community](#))

Integration with marketing strategy

→ Involve the marketing department and let the new brand be part of the marketing strategy.

Sources: ([Business Insider](#), [Guide Studio](#), [B2B Marketing](#), [BOP Design](#))

Make rebranding a priority

→ Build a project that transcends all departments of all brands, including the Board/s.

Sources: ([VIM Group](#), [CMS Wire](#), [B2B Marketing](#))

A business case for the project is crucial

→ Everyone should know what and what not to expect;
→ You shouldn't need to deal with (financial) surprises.

Sources: ([VIM Group](#), [Guide Studio](#))

Engage CCO early in the process

→ Involve with planning and keep up to date with the process

Sources: ([VIM Group](#), [Guide Studio](#), [MediaPost](#))

Stakeholder communication is key

→ Inform most important stakeholders about the progress of the project.

Sources: ([ClickDimensionsBlog](#), [MediaPost](#), [VIM Group](#), [Fabrik Brands](#))

4. Steps to take and to check



Pre-investigation

What...

- ... problem to solve?
- ... is the best moment?
- ... if we don't rebrand?
- ... are risks and strengths of keeping current brands?

Impact analyses

An inventory of:

- Trademark legislation;
- All branded media;
- B2b/b2c brand awareness;
- Cost reductions;
 - Used v. needed media;
 - Current suppliers.
- Personnel capacity
 - Inventory phase
 - Project leadership
 - Project team member
 - Company wide
- Estimated cost of rebranding.

Business case

Creating the business case with SMART goals:

- ROI, an estimate of rebranding costs v. brand value;
- Brands v. labels;
- Internal and external resources.

Planning

Set up a detailed planning:

- Appoint the project leader;
- Define milestones;
- Plan internal and external resources;
- When is the project successful?

Rebranding project

- Compose the project team;
- Define the steering committee;
- Involve CCO and other stakeholders;
- Start the project.

Project enablers

Project initiation

5. An inventory list

Once you've decided to rebrand, you must make an inventory of all objects your brand is displayed on.

Cost savings

You might think that rebranding costs a lot of money, but it is most likely that the outcome of this inventory shows the potential of reducing costs. E.g.;

- Superfluous materials;
- Stock materials;
- Unfitted sponsorships.

Cost savings are shown in our business case setup (next page).

Your brand is on:

- ✓ Advertisements
- ✓ Automotive
- ✓ Buildings
- ✓ Online sites and platforms/apps
- ✓ Printed material
- ✓ Sponsorships
- ✓ IT Systems

6. (re)Brand Decision Frame Metrics

Metric (estimated values)	Sc.0. Keep as is	Sc.1. Rebrand Brand A		Sc.2. Rebrand Brand B		Sc.3. Label / Proposition	
Brand awareness	Does not apply	Spontaneous	Assisted	Spontaneous	Assisted	Spontaneous	Assisted
• Target group B2B	Does not apply	In %	In %	In %	In %	In %	In %
• Target group B2C	Does not apply	In %	In %	In %	In %	In %	In %
From a legal perspective (prosecution risk)	Does not apply	Low, medium or high		Low, medium or high		Low, medium or high	
Cost of rebranding (external resources)	Does not apply	€ xx		€ xx		€ xx	
Additional Media & Advertising budget to enhance awareness of the acquired brand.	€ xx	€ xx		€ xx		€ xx	
Branded objects inventory, including cost savings potential	€ costs / € savings	€ costs / € savings		€ costs / € savings		€ costs / € savings	
Staffing capacity	In fte	In fte		In fte		In fte	
• For inventory phase	x.x fte	x.x fte		x.x fte		x.x fte	
• For project leadership	x.x fte	x.x fte		x.x fte		x.x fte	
• For project team	x.x fte	x.x fte		x.x fte		x.x fte	
• Other stakeholders, e.g., procurement	x.x fte	x.x fte		x.x fte		x.x fte	
Project duration	x months	x months		x months		x months	
TOTALS (budget, fte)	€ x,xxx / x.x fte	€ x,xxx / x.x fte		€ x,xxx / x.x fte		€ x,xxx / x.x fte	
Cost savings	€ x,xxx	€ x,xxx		€ x,xxx		€ x,xxx	

Want to know and learn more?

Call Hans!



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- Founder and owner of Ministry of Marketing.
- Over 25 years (international) experience as Senior Marketing Director and Consultant at B2B and B2B2C Start-ups, Scaleups, SME/s and Corporates.
- 'Getting the job done' is his natural attitude and behavior.