

How do we make
the right decision?

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

Stuck with Multiple Brands?

Future Brand Decision Deck
With the Rebranding Business Case

A Brief Introduction

When you're stuck with several brands and/or labels and you want to get rid of the proliferation of multiple 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 experience is based on several (re)naming and (re)branding projects:

- [Zilveren Kruis/Groeneland/PWZ Achmea](#) (rebranding and project leadership in repositioning, 2005/2006)
- [GMP+ International](#) (repositioning and project leadership in rebranding, 2017)
- [Freek Hypotheek](#) (naming and project leadership in rebranding, 2016-2017)
- [Aster ICT](#) (renaming, rebranding and project leadership in repositioning, 2018)
- [Jurable](#) (renaming and project leadership in rebranding, 2019)
- [Eneco eMobility](#) (advise in rebranding multiple brands in the BeNeLux and German market, 2019-2020)
- [LikiFin](#) (advise in repositioning and project leadership in naming and rebranding, 2020-2021)
- [Vivine](#) (advise in positioning, pricing strategy and project leadership in naming and branding, 2020-2021)
- [Shiperone](#) (naming and project leadership in branding , 2023)
- [Projective Group](#) (project leadership in branding, 2023)





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

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The Business Case

With key metrics we've created the business case.

1. Post M&A Decisions: Preferred Brand

Reason

Currently you are stuck with more than one brand, but which brand suits the future and targets best? Simplicity and scalability is key.

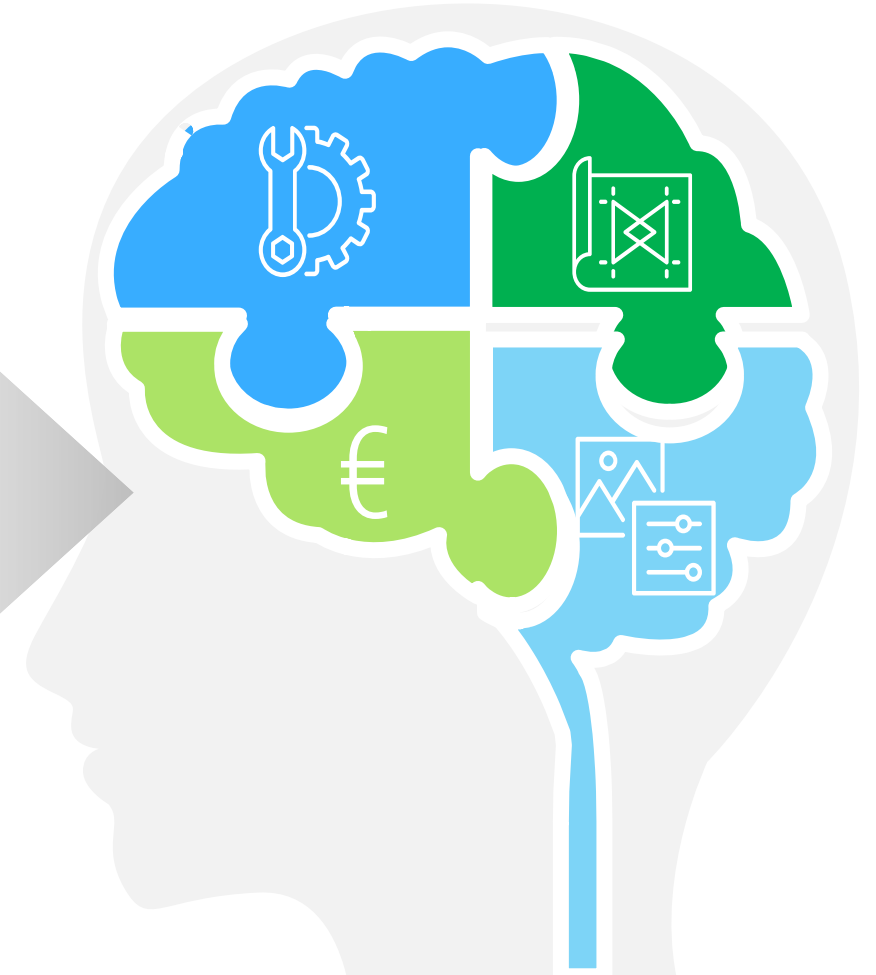
Decision to Make

Which brand could be the key brand, considering: Necessity, Benefits/Risks, Timing, Trademark, Labels v. Brands, Business Case? Or should we choose a new, better suited identity?

Scenarios

There are a few scenarios to consider:

0. Keep it as is.
1. Rebrand to Brand A, B (or C?).
2. Transform the acquired brands to Labels or Propositions.



2. Quick Facts about Rebranding

Multiple Brands or One?

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.

Difference Between Brands and Labels

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 'owner' of the emotion. The label (Billy) is a dead object.

When Might Rebranding be a Bad Idea?

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



Interlude: **Top Benefits of Rebranding**



It keeps your brand current



An announcement to a new era, new goals, products, propositions, or values



It sets you apart from your competitors



Enables you to connect with a new audience

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: ([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: ([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 probably on:

- ✓ All IT Systems
- ✓ Online sites, apps
- ✓ Advertisements
- ✓ Automotive
- ✓ Way Finding
- ✓ Buildings
- ✓ Printed material
- ✓ Sponsorships

6. Rebranding Business Case for Decision Making

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

Want to Learn More?

→ Call Hans!



- >25 years international experience as Senior Marketing Professional and Consultant at B2B M&As, Tech Scale-ups and S/M/L Enterprises.
- 'Getting the job done' is his natural attitude and behavior.
- Founder and owner of Ministry of Marketing (est. 2012).