

There are many reasons why companies don't grow or even fail. One reason may be your brand.



One main reason successful companies grow is they are willing to adjust and make changes along the way. Sometimes what needs to be adjusted is their brand.

On average, brands change their identities once every 7 – 10 years. There are times when brands feel the need to evolve to stay fresh and in tune with the times.

If you fall into one or more of these categories it may be time to think about a rebrand. Acting now to rebrand will solve future issues that could negatively impact your business.

- 1 Old and Outdated Brand Image**
 - Your brand has been around for a long time and has not kept up with the evolution of your products or services.
 - Your target audience evolves and your brand no longer appeals to them.
- 2 Bad Reputation**
 - If something negative happened to your brand it can bring a company to its knees. Rebranding can provide a fresh start and change your customer's perception.
- 3 Acquisition and Mergers**
 - There may be a legal requirement to rebrand.
 - A rebrand will help remove any customer confusion.
- 4 Growth Over time**
 - As companies grow over time and add or replace products and services, the brand may no longer reflect the status of the company.
- 5 New Leadership**
 - New leadership brings new thinking. A new way of thinking brings a need to have the brand reflect the new thinking.
- 6 Repositioning**
 - As a brand grows stale of sales slow, a rebrand can stimulate new interest in the brand. A rebrand can create new trials and revitalize your brand.
- 7 Competitors Looking the Same**
 - Even though legally competitors may be different, it still may confuse your customers. A rebrand can create new trials and revitalize your brand.
- 8 Global Exposure**
 - With the growth of eCommerce, companies may need to evolve their local image to appeal to a wider audience.
 - Sometimes a company names or product names or slogans when translated into other languages well need to be rebranded.
- 9 Complex Brand Identity**
 - Over time company's portfolio of products expand, contract, or evolve making for a very complex brand identity program. This may be a time to simplify to better communicate with your customers.
- 10 I Just Want a Change**
 - Sometimes brands grow tired and old within the leadership team. A rebrand can energize the leadership team to keep the brand moving forward.