



# MARKETSHARE Through MINDSHARE™

*We see things differently<sup>SM</sup>*

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## RE-BRANDING

### When is the right time for you?

**Some experts may disagree, but I hold that most any time is the right time to Rebrand. Why? Rebranding is a strategic decision, based on who you are, your current/projected status and where you want your business to be. And not too many businesses are where they want to be these days.**

### It's Time To Rebrand When...

- your business is shrinking...and you want it to expand.
- your product or corporate Brand blurs...and you want it to be clear.
- your Brand no longer positively differentiates you versus your competition.
- your Brand doesn't proliferate customer loyalty.
- your Brand no longer transforms prospects into customers.



Rebranding can be a panacea...or have unforeseen consequences like audience perception of "product desertion." Rebranding will be costly if handled improperly. So your goals must be clear and realistic. But if the need is real, Rebranding can bring you Marketshare Through Mindshare™.

### Rebranding Guidelines

Rebranding should only be attempted with careful thought and planning:

1. Validate the need. And I paraphrase Davy Crockett:  
"Be sure you're right then go ahead."
2. Follow a strategy and establish realistic goals.
3. Make sure your Rebranding will build trust and consumer loyalty.
4. Hone your creative Messaging.
5. Implement a protocol and procedure.
6. Ramp up around a launch date.
7. Launch in a methodical, predictable fashion.
8. Keep extant customers interested.



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9. Do tell your audiences why you're changing and how things will be better for them.
10. If your Rebranding is damage control, get the message out, get your program going and get the damaging thing behind you.

## Rebranding Retail

A friend recently Rebranded her store...new name, addition of an exclusive private-labeled, store-branded product line, etc. Result? Sales actually decreased, mostly due to the general economic malaise. It was only when she advertised the Rebranding change in local publications and online that people took notice and understood the change. She told them what was different from what the store used to be, and different from her competitors. Eight months later, despite the deepening recession, the newly Rebranded store is known and accepted, customer loyalty has been successfully transferred, and both total sales and first-time buyer sales are up.

## Phased Rebranding: When Less Is More?

Rebranding can be effective on many levels that tend to reflect cost controls. PMG, like most non-megacorps, is a good example of progressive or gradual Rebranding. Our own PMG logo was changed in February 2009, only the fourth time in 32 years. Unlike Clarence the angel in "It's A Wonderful Life," we are losing, not gaining our wings. See Figure 1. Our rationale was that the winged iconic structure had simply become too commonplace and tended to blend rather than to differentiate. Moreover, our ballerina linebacker Brand icon had proved even more recognizable today than when it won the BOLI for Best Advertising Campaign. Simplification made sense. So rather than take away from the established recognizability factor, we added to it by losing our wings.

Being wingless doesn't mean we're immediately grounded. Phased Rebranding is a process that will evolve over time. Currently it is limited to PMG electronic media and letterheads, and as we need to replace printed items, signage, trade show graphics, imprintables, etc., we will upgrade at that time. Why? It's more cost effective. So for PMG, phased Rebranding is a win/win situation and it can be for most everyone if handled properly.



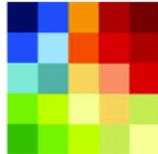
Figure 1

*continued...*

## Sometimes Rebranding Is Total

A good example is Phillip Morris. The erstwhile cigarette maker recognized that being a target of never-ending lawsuits and continually bolstering a growing negative Brand image wasn't cool for other business segments.

Philip Morris was synonymous with cigarette smoking. The company wisely decided to demonstrate that its business identity wasn't going up in a puff of negative nicotine-laden smoke. Philip Morris changed its corporate identity. In 2003, Philip Morris Rebranded itself as Altria, something entirely divorced from its former identity. So the move to overcome a negative image BEFORE it had time to really fester made sense.



# Altria

There are many textbook cases. Altria actually followed another huge Rebranding effort. Verizon for example, was created when Bell Atlantic (which had previously absorbed NYNEX) merged with GTE, the largest merger of its kind to that point.

And there's one more major consideration...always seek expert opinions. Help and guidance are available, so avail yourselves.

It's not easy to do, especially in a nervous economy fraught with negativity. But if you Rebrand the right way, it will be worth it.

### Strategic marketing can make a difference in your business.

Call or email us (631-756-7160 or [news@pmgstrategic.com](mailto:news@pmgstrategic.com)) and let's discuss what strategies will work best for you.



▶ The *ballerina linebacker* symbolizes Progressive Marketing Group. We pride ourselves on the ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

▶ **Jamie Stanco**, President of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing and branding.



# PMG

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## Rebranding In The Not-For-Profit Segment

Not-For-Profits, organizations whose operating and marketing budgets tend to seesaw, are notoriously tough to Brand, let alone Rebrand. The Nassau Coalition for Chemical Dependency Treatment Providers, a coalition of 25 community-based agencies, recently successfully rebranded as NAFAS, the Nassau Alliance for Addiction Services.



## NAFAS

NASSAU ALLIANCE FOR ADDICTION SERVICES

- The need was valid: Individuals and families coping with addiction struggled to find resources.
- The strategy was to create a centralized resource.
- The creative Messaging was evidenced in a promissory new tagline that embodied sentiments and goals: "You're never alone on the road to recovery."
- Protocols and procedures were developed and the program was successfully launched.
- All audiences were told what was changing and how the new entity was beneficial to all.
- The program entailed a website ([www.nassaualliance.org](http://www.nassaualliance.org)), poster campaign, publicity, brochure and collateral.

And as far as seeking expert help, PMG is proud to acknowledge that we guided NAFAS in this unique Rebranding effort.