

# BRAND YOUR BUSINESS

## PART 6

### RE-BRANDING

**We are back with Part 6:** the last part of this mini course.

In Part 5 of this mini series we talked about your company's online reputation and how it can effect your companies BRAND – either positively or negatively.

We also looked at a few things you can do to save your reputation when things go bad.

In this last part of this mini-course we will look at re-branding your business and also at the idea of creating multiple brands.

#### How to Handle a Re-Brand

If things really get bad and you can't save your online brand pretty quickly, without spending every dime you have, then you might want to decide on a re-brand.

This should only be considered as a last resort because it will render a lot of the work you've put into your brand so far useless.

However, if you need to protect your income and your business from a bad reputation or if your audience/industry is changing, then re-branding can be a good decision.

If you want to do a re-brand you will need a few new logos and may want to consider getting yourself the SACE **LOGO KIT: PRO** package.



It is a brilliant way to re-brand your business (or brand a new business) in a very cost-effective way.

You can visit the SA Chamber of Entrepreneurs (SACE) at the URL below for more information about this LOGO KIT package.

**<http://sa-chamber.co.za>**

This package is also a Business-In-A-Box package, meaning that you can start your own business LOGO GRAPHIC DESIGN STUDIO with all the tools and information in this KIT.

## **Back to Re-Branding.**

A re-brand can thus be very useful if your brand and company name suffered repeatedly bad (online) reputations.

Take, for example, a B&B with 24 one star ratings and 12 two star ratings on a trip advisor type-site.

How do fix this? You don't.

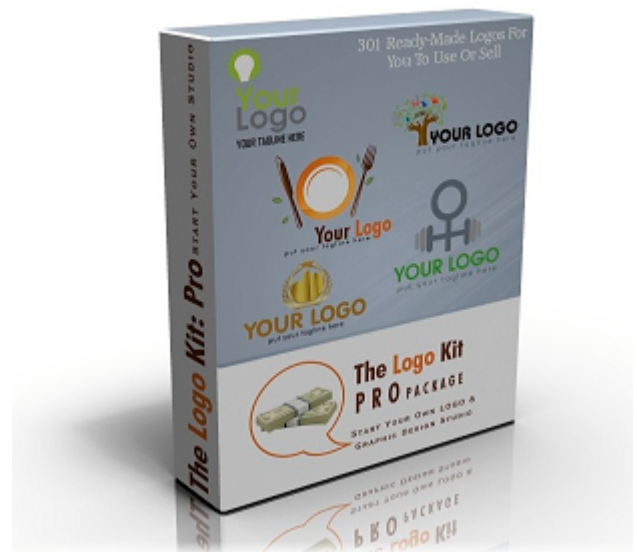
- Your fix the B&B
- Your fix all the problems
- Your re-brand and start again.

However, when re-branding, and if it makes business sense, you should try and maintain a connection with your old brand (if it was not too bad) but try to avoid the idea that you mainly re-branding because of a bad reputation.

## **Instead, focus on the excitement of the change:**

- Explain how you are about to change your business to fit with your new mission statement, your products or your services.
- Be pro-active so that your clients can see that your business is changing (and so is your name). You do this to grow bigger, better and more efficient than ever before.

Don't re-brand to try and "be cool" or just to get away from bad press.



Those might be motivations too, but keep the focus on your value proposition and what you're going to do differently to be better in the future.

A recent example of a good re-brand was Odesk.com who's name now is: UpWork.

Odesk was a freelancer site that had developed a reputation for its "low-price-rules", and it didn't really benefit the freelancers who posted their skills on the site.

The name change was designed to help the company move away from this "*cheap low price*" idea to a more expensive valued service.

With a new name and new logo came the push to encourage high quality freelancers to join the platform to charge higher prices for premium services.

## **Creating and Using Multiple Brands**

Another aspect of branding to consider is when a company chooses to use *multiple* brands.

You might want to decide that you need more than one brand if you have lots of very separate services, or if you have different products and you want each to have its own branding.



A good example of this is Microsoft.

Microsoft has a company brand, but it also has brands for many of its products and divisions. Windows for instance is its own brand and so is Xbox.

Not only does this make it easier to promote those different aspects of the business, but it also means that one part of the company can have an entirely different mission status and reputation than the other.

This becomes obvious when you compare the purpose and reputation of Windows with that of Xbox.

At one point Windows and Microsoft had reputations for being somewhat old-hat and out-of-touch and yet the Xbox brand remained very strong – particularly in youth markets.

Consider making different brands for your divisions and products if you want to branch out into lots of areas or if you want to create a whole *movement* behind what you're doing.

## Examples of Branding We Can Learn From

Before we close this mini series let's take a look at some brilliant examples of branding that we can learn from.

### Amazon

Amazon does an awful lot of things right. Not only does Amazon have a great logo that cleverly evokes the image of a smile *and* of delivery, but it also knows how to feature that logo prominently on its excellent packaging.



Amazon also knows how to keep things fresh and exciting. They have pushed the boundaries of their industry with Kindle and now they're taking even bigger leaps with their drone service. This is an exciting brand with a vision!

You can look at a video of how they plan to use their DRONE DELIVERY services at <http://sa-chamber.co.za>. Look for *me* (picture below - on the home pages) and click on my nose.

NOTE: If you have a local product and want to join Amazon's FBA service to sell your product worldwide then you MUST watch this video before it is taken down.

You should also download the info pack. It is free!

## Coca Cola

Coca-Cola really knows branding. While Coca Cola is 'just a softdrink' on the face of it, its marketing campaign elevates it far beyond that.

Coca-Cola is very prominent on nearly every form of social media and is constantly running fantastic campaigns.



It is said by some that one of Coca-Cola greatest feats, back in the 1930's, were when they changed the color scheme of Santa's outfit across the world to fit their own BRAND colors!

Today, more than 80 years later Santa's outfit is still red and white. Santa use to wear **GREEN** prior to Coke!

## Red Bull

Red Bull isn't just a drink, it's an energy drink.

This is a concept that the company has taken to heart with an advertising campaign that includes sponsorship for extreme sports and athletes, as well as social media filled with some truly awesome stunts and feats.



## Conclusion

Thank you for following this mini course; hopefully this course has given you a good idea on what brands are and what they can *be* with the right strategy.

A good brand is about more than just a logo – it's about seeing your company as a movement rather than a service and creating something that people can get excited about.

It all starts with that mission statement, so ask yourself: what is it you really want to achieve? What does your business stand for?

Once you know that, your company will have the core of its identity and from there it's a matter of communicating that identity in everything you do.

That means creating beautiful products, having a strong logo and company name and expressing yourself by marketing your BRAND online and offline.

If you keep doing this well, then you won't just have customers any more – you'll have raving fans and you are on your way to build a "tribe".

See Part 2 and Part 3 of this mini course where we talked about tribe building.

Suddenly, the possibilities will be greater than ever before. It gives you a road map to where your company can go and what it can achieve!

Thank you and good luck!