



**REPUTATION
MATTERS**

CORPORATE COMMUNICATION & BRAND STRATEGY

Corporate (re-) branding

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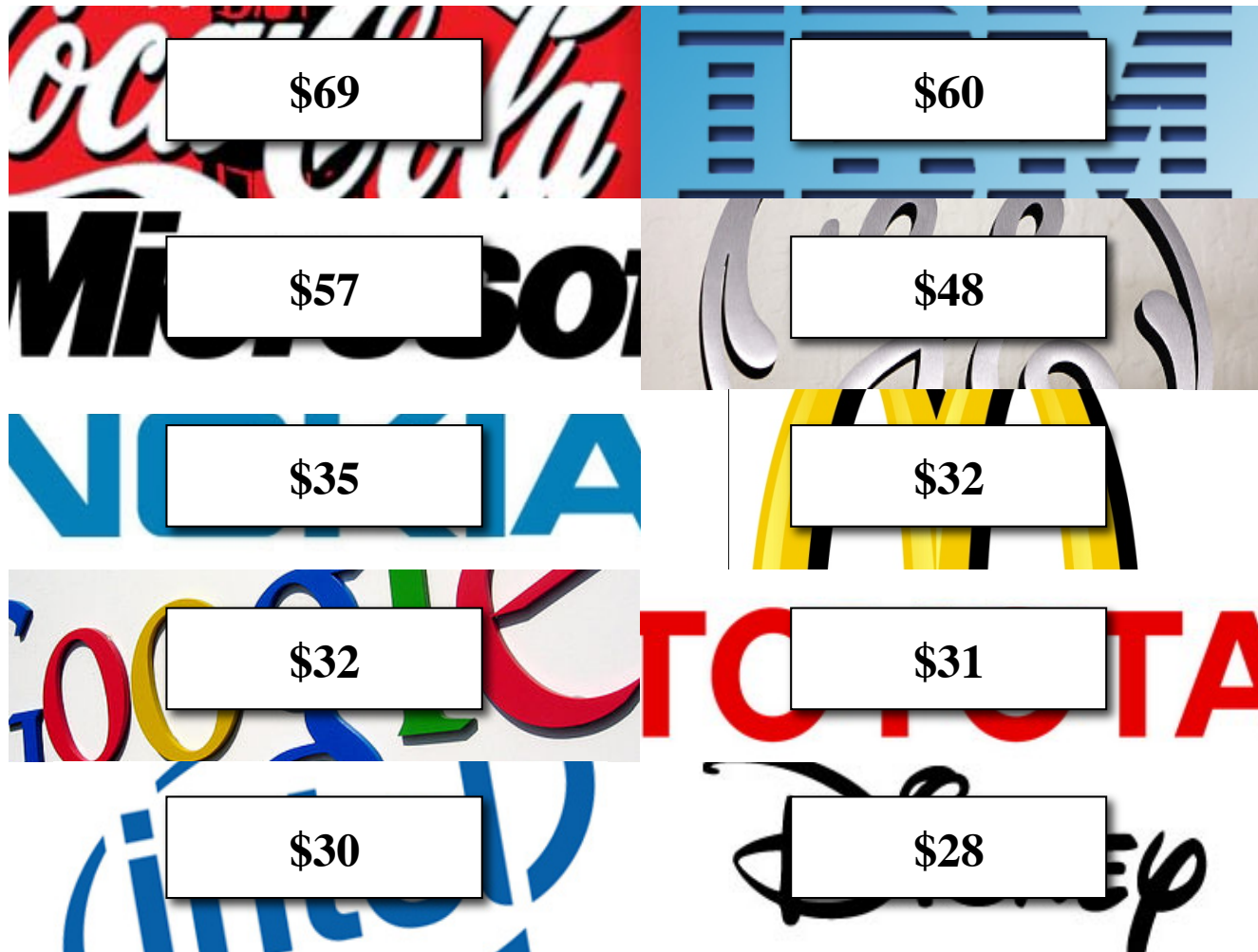
Difference between products and brands

- A product is tangible, recognizable asset ('it sits on a shelf')
- A brand is a set of evoked associations, it claims a 'brain position', and is an intangible asset
- A brand usually accommodates a number of products
- Products can be copied, brands cannot

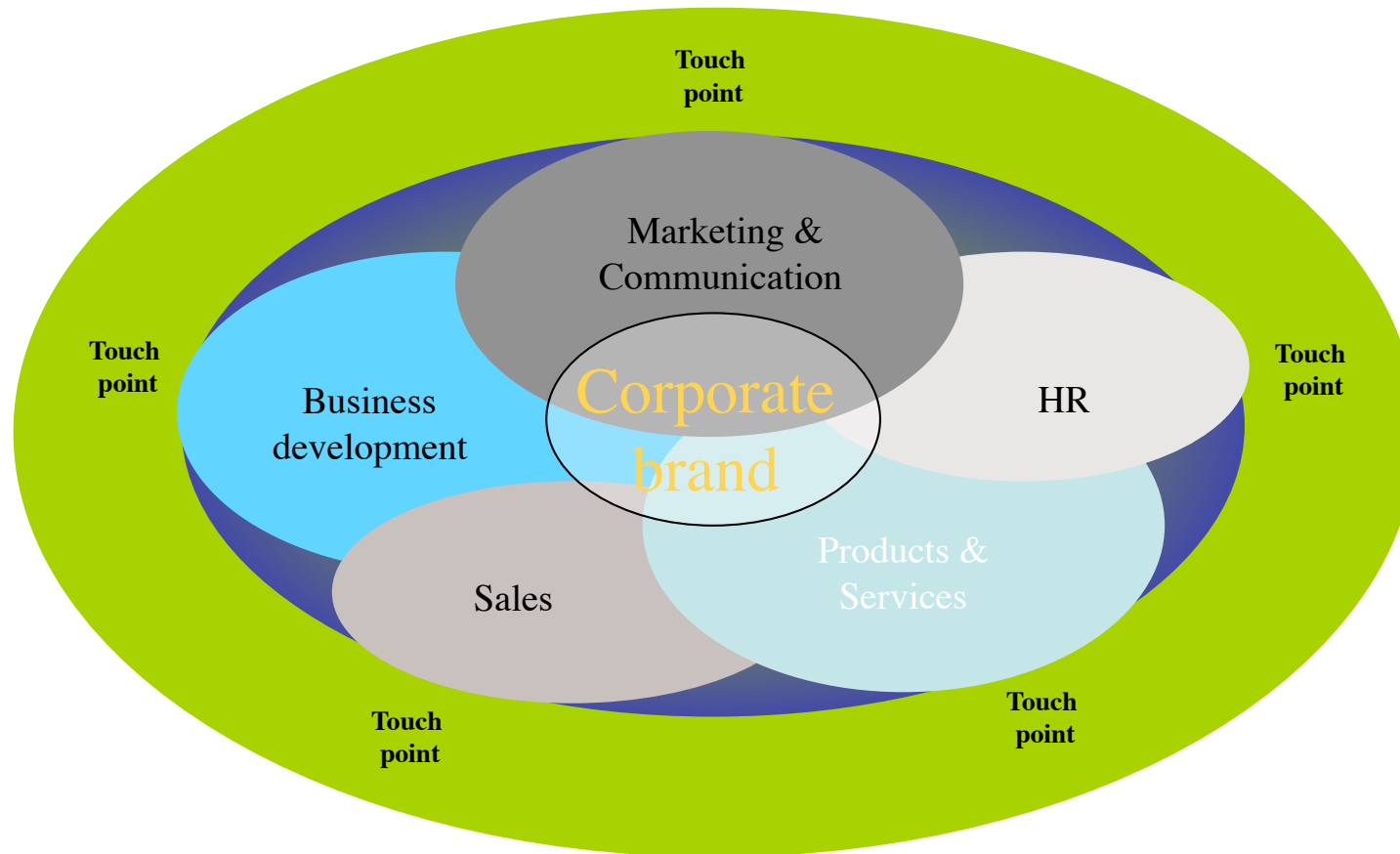


These are the most valuable brands of 2009

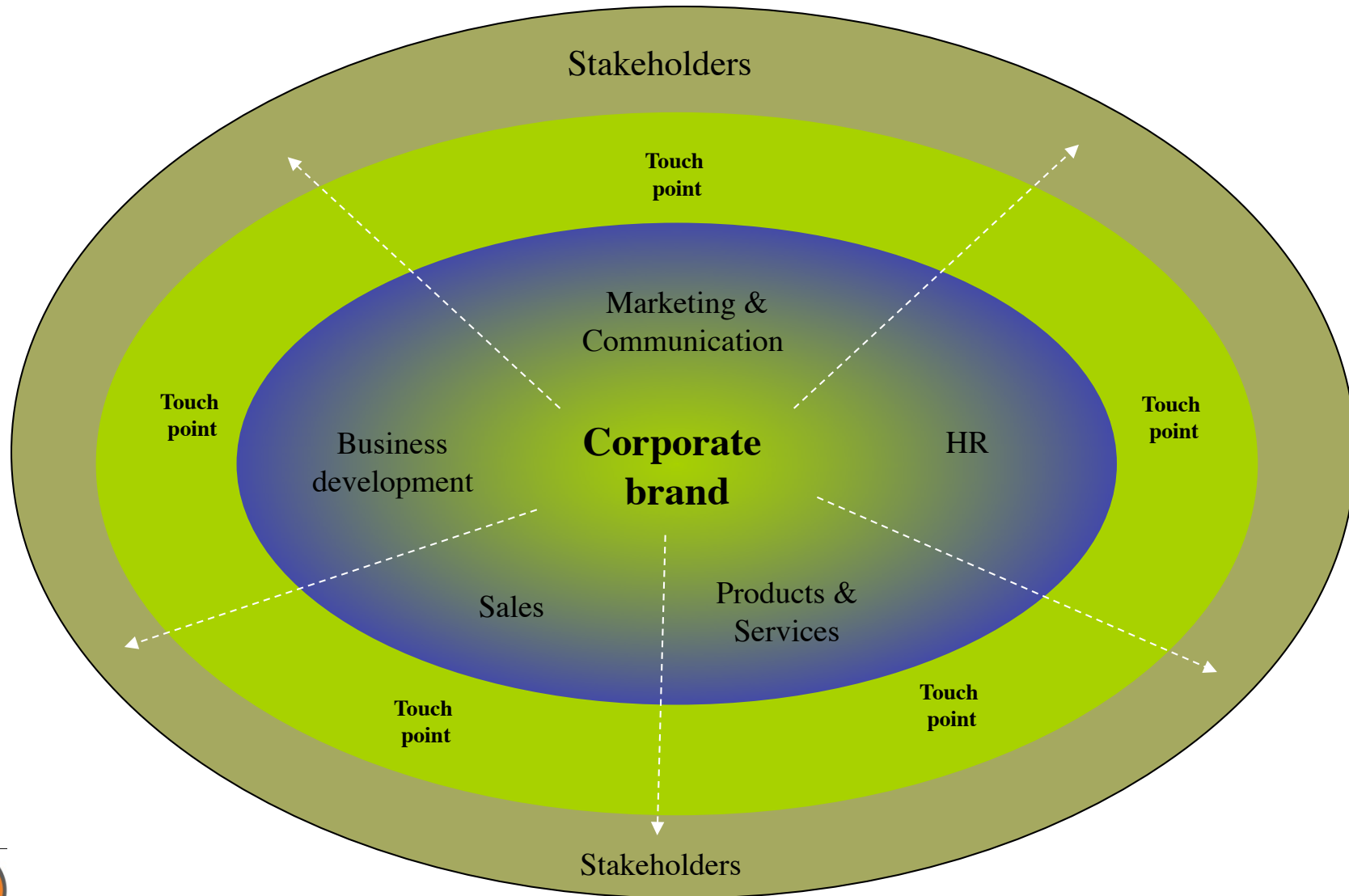
Together worth more than \$422 billion



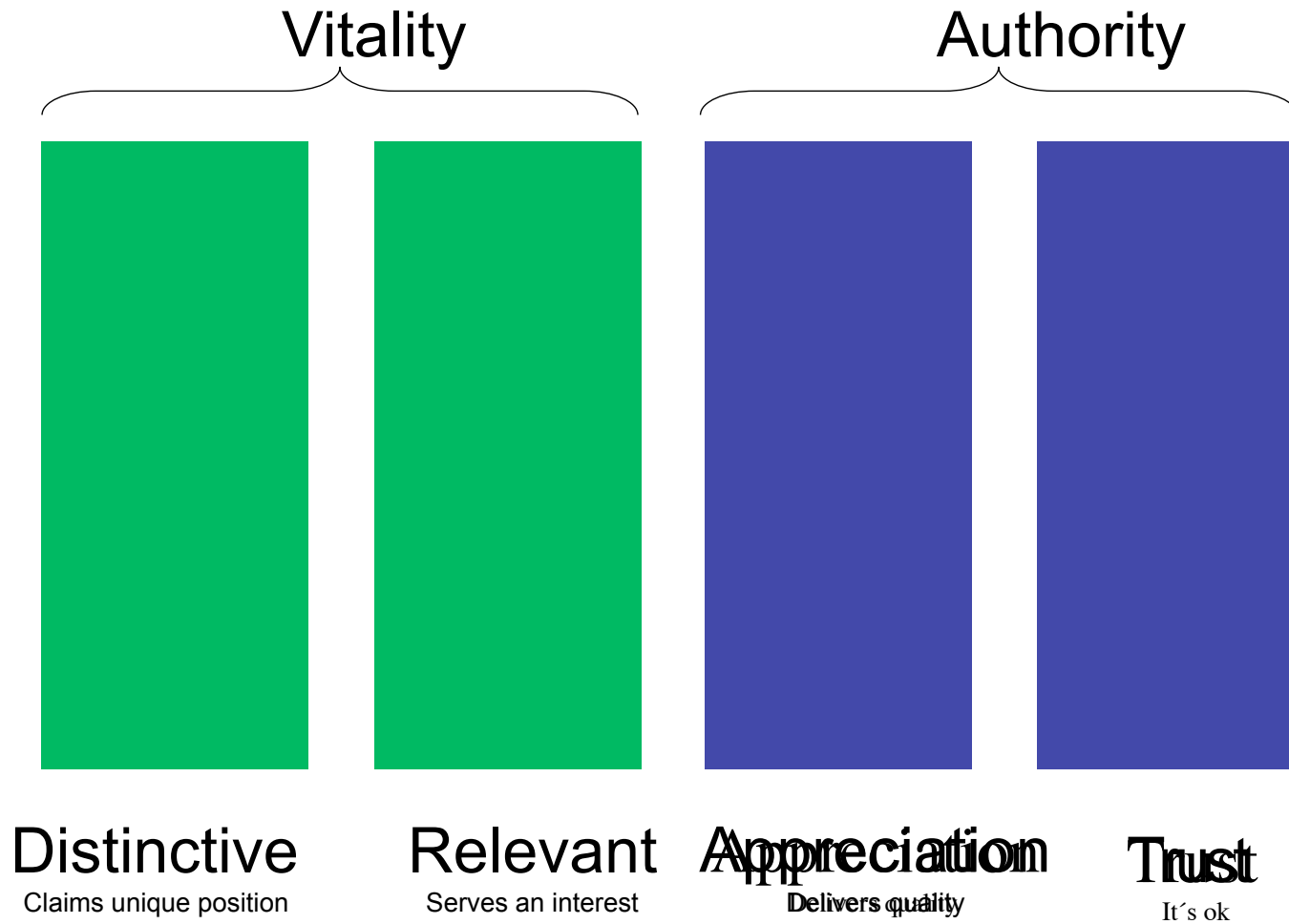
Strong brands connect disciplines and touchpoints.....



.....with stakeholders



What makes a strong corporate brand ?



Product brand vs. corporate brand

	Product brand	Corporate brand
Scope	One product or service, or a group of related products	Entire organisation
Source of identity	Idea from an advertising agency, based on market research	The heritage of an organisation, the values that the employees have in common
Target group	Consumers, customers	Multiple stakeholders: organisation, society, market, investors/clients
Responsibility	Product brand manager, marcoms and sales dept	CEO or executive team, usually in (corporate) marketing, corporate communication



Role of corporate brand depends on strategy, structure and governance



What is rebranding ?

————— The extent to which the brand identity is adjusted —————>

Revitalising

Communi-
cation

Brand
personalities
and symbols

product

Rebranding

slogan

logo and
design

name



Reasons for rebranding

Company related

- Internationalisation, mergers and acquisitions, economies of scale

Environment related

- Market consolidation, market shifts, legislation, changes in consumer needs

Brand related

- Brand name is too restrictive, negative associations, wrong brand image



Six rebranding strategies

Fade in, fade out



Dual branding



Big bang



Endorsement



Retro branding



Reversed takeover

