

ClearBrand

BRAND LAUNCH GUIDE



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Stage 01

THE WHY?

In this section of the document it will look over the reasons why you have rebranded and creating an initial plan, looking at questions that need to be asked going forward with a new brand identity.

Why have you rebranded?

Before launching a rebrand, it is important to understand why you have rebranded. This allows you to assess whether the rebrand will achieve the expected results. Below are potential reasons why you have rebranded, if none of these reasons reflect what is going on in your company take a moment to consider why you have rebranded. There could be an issue that runs deeper within the company.

Potential reasons:

- **You are targetting a new audience** - The brand should reflect this, new audiences and demographics have different interests and taste.
- **Changes in competition, technology and trends** - Changes within your industry can lead to your brand needing a refresh to ensure your company has a leading edge. Emerging consumer taste trends may be affecting your industry.
- **The business has changed in a significant way** - A rebrand is needed to represent a company's new identity. This can come from new ownership, mergers, entering foreign markets, and launching a new direction for your company.
- **The brand is dated** - Over time a brand can become outdated and lose its contemporary feel as design trends change. It is important to update your brand periodically over time.
- **No cohesive branding effort yet** - As a start up company you may not have had time to construct a cohesive brand guideline and this can often be forgotten about due to the rapid expansion of company. However, as you company grows it becomes more important to have a consistent branding effort.



The initial plan

Your initial plan should involve answering the following questions:

- **What do you want to achieve?** This comes down to what you want to achieve with your brand launch, list these goals and curate a plan to achieve them. Think back why you joined or started the business and what it stands for. Make notes on what the current landscape for your target market looks like, and what you'd like to have changed after your brand launches.
- **What is your new brand identity?** What does your company stand for, is it relatable and what makes you unique? Defining your identity will help you build a foundation for your company to build upon for the future.
- **Is everyone on the right page?** With your new identity you need to ensure the entire company knows how to apply it consistently through all the correct channels, so there are no gaps in your brand message including digital channels, press releases, advertisements, direct mail, and other initiatives.
- **What's your budget?** Knowing your budget for the brand launch is key, balance your budget correctly between promoting the event and the launch itself. Do not overspend on the promotion leading to an underwhelming launch.
- **What's your timeline?** Make sure you give yourself plenty of time to prepare for the launch, a rushed experience will always be a disappointment. Take into account the fact that public relations take time and there are many components that need to work together for a successful launch.
- **How can I make sure my brand will be perceived positively by customers and employees?** You may want to think about sharing the rebrand early with internal groups and close clients, this helps to get crucial feedback and to prepare for a launch internally for 1 month before the live launch.
- **What are the implications and risks of various rollout scenarios?** Releasing the rebrand without the appropriate promotion can lead to a shock to the system from employees and existing clients causing them to become confused, upset, and feel betrayed. This in turn leads to a loss of clients. Missing the mark is another scenario what if the assumptions your marketing team made about rebranding and repositioning your brand were wrong? This is why your reasoning for rebranding needs to be revisited.
- **How can I make consistency a vital part of my brand implementation strategy?** Understanding why a consistent brand matters is the first step to achieving one. It is important to share the brand guides by involving the whole company this will help to keep everyone on the same page and move forward together.

A well-planned brand launch takes budget into account.

Stage 02

THE WHAT?

In this section ClearBrand looks at what your brand identity is in more detail as well as the style of rebrand and what you have to launch.

What is your new brand identity?

Your brand identity consists of all the elements that make up your brand, for example your logo, website, business cards etc. It represents the message your company wants to portray. Consider how you want to portray your brands new identity. Be aware of how your brand message translates abroad and what the best channels are for getting the message across. Look at your competitors and analyse their message and how they communicate it.

What was the style of rebrand?












Total rebrand - This is a complete brand overhaul, it changes and updates all the elements of the old brand. This is more common when there is a large change within a business. This could be new ownership, a merger, trying to appeal to a new demographic or change in core product.



A refresh - This is a more targeted effort, with the goal of updating specific elements of a brand to have a more contemporary feel and remain current with design trends. This could be updating a logo, product packaging or the packaging for a new product.

What are we launching?

Item checklist:

-  Brand guidelines
-  Short “Introducing our new brand” document
-  Printed Marketing materials
-  Digital Marketing materials
-  Social media
-  Brochures
-  Website
-  Brand Launch Video
-  Photography

Add item here:

Add item here:

Add item here:

Add item here:



Stage 03

THE HOW?



The How section is all about how to launch the right items to the right people and how to launch a rebrand from planning to delivery and things to consider.

How do we launch?

1. Planning & Strategy

Strategic brand launch goals

Before embarking on your rebrand launch, it is vital to set goals to measure what you hope to achieve with the rebrand. Setting measurable goals are key to achieve with a specific timeframe. It gives you a good representation of how effective the rebrand has been. Goals are also a good way of getting the company to work together to achieve the same joint outcome.

Some of the most common strategic brand launch goals might include:

One of the most important things you can do to inform your launch goals, is learn as much as possible about your target audience. Knowing your target audience is key to running a successful business. Being educated on your target market can tell you which tools you need to use to make the biggest impact. It also ensures that you know which media channels your audience are most receptive too, and how you can tailor your personality to fit their interests.

- **Improving participation:** Coming across as a relatable brand is a valuable asset to a company, it builds brand loyalty and increases the interactions between your company and its clients.
- **Raising awareness:** If you have a new brand or launching a rebrand, having a launch is the ideal opportunity to raise brand awareness and bring attention to your unique personality and brand message.
- **Building identity:** Brand launch is the first step of releasing your new identity and to build brand awareness. It gives you the opportunity to show off your new goals and what you can offer clients. The more you come across as a positive presence, the more likely you are to build strong relations with your audience.





How to inform your launch goals

The most effective way of informing your launch goals is to learn as much as possible about your target audience. This includes launching in international markets, where it needs to be considered. Knowing all the details about your target audience will inform you which are the best tools for making the biggest impact. It also ensures you can tailor your personality to fit their interests.

Craft your brand/rebranding message

Having researched your target audience, craft your message to appeal to your audience, this will vary internationally, consider translation, market position and the national economy.

Deliver this message through the right channels

Deliver your message through the correct channels that relate to your audience. Make sure you communicate your message where it will be seen. What are the habits of your customer base in that country? What varies between the different cultures? Where are they found? What is their lifestyle? What are they doing?

Preparing your new brand launch









Timing is important, you may want to introduce rebranding as fast as possible, however a rushed launch leads to mistakes and inconsistencies. Postponing your launch temporarily could make all the difference between a huge success or total failure.

Before launching nail down your positioning and brand message. Revisit your brand guidelines and manifesto. Think about whether you are ready to offer the service promised by your new brand identity.

Setting the course for a highly regarded experience

Launching a brand or rebrand is an opportunity to get clients as excited about your company as you are. A well-planned brand launch enables you to re-engage with existing customers, attract new ones, and significantly boost sales. A poorly planned launch creates confusion and customer backlash. You've only got one chance to make a first impression, so make sure you get it right by planning early and thoroughly.

Make sure you have:


- 
All your brand materials (logo, website, colours, brand guides, etc).
- 
A comprehensive timeline.
- 
A list of all your communication touch points and audience
- 
Backing from everyone in your business.
- 
Guidelines for employees to follow when implementing your brand on new channels.
- 
Marketing and communication materials.
- 
Brand governance covered
- 
Brand Launch Video

A bit of patience will make the big event all that more rewarding.

Plan Your Brand Launch Well in Advance

There are many small, moving parts that must be accounted for in planning your brand launch. Adequate preparation takes time. Launching a new brand can be a thrilling thing, and many companies are impatient to see it happen. But a bit of patience will make the big event all that more rewarding. Give your team plenty of lead time to make sure that a sound launch strategy is in place before you drop the curtain on your new brand. Start planning early, too; don't wait until the final hour.

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Start your brand launch internally and get the employees onboard.

2. Delivery

What are your Delivery options?

Organisation-wide meetings

The benefits of this are the company is physically brought together and able to present new ideas, allowing employees to voice their opinion and innovate together.

Press releases

These are a good way of generating instant exposure and creating a buzz around the new rebrand launch getting new businesses interested and increasing brand awareness.

Outreach on social media

Social media is a cost-effective way of reaching out to a global audience. With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic.

Launch events

You need to do a launch of your rebrand to all partners on a number of levels in the UK and potentially ROW. ClearBrand have partnerships for local and national corporate launch events for these types of occasions at locations with discounted attractions, for a range of budgets.

Email campaigns

This is another cost-effective way of marketing, that is more targeted to specific audiences and delivering messages to people interacting with your brand.

Q&A hotlines

A Q&A hotline helps you manage your online reputation, demonstrate customer support and keep your customers at ease about the upcoming changes and tells them all they need to know about your brand.

Videos and animations

Videos and animation have an added benefit over print and text due to being more engaging for the recipient. Video also has the ability to simplify complex ideas to make a lasting impact in less than 60 seconds.

Direct mail

This is a cost-effective and more personal method of communicating with people as it is a physical item, and a method of communication that is often overlooked

A new website launch

It reaches a global audience and by creating a launch site you can drop hints and create a build up for the launch of your rebrand preventing the launch from appearing abrupt or unplanned.

Internal employee campaigns

This can help boost employee engagement in the company and help it feel more connected in working for a goal.

Announcements on an existing website

The benefits of a launch site can also be found by creating a segment on your existing website detailing what is to come.

A brand launch booklet

This is an effective method of collecting all the information and visuals needed to help communicate the new company direction and rebrand.

Radio Advertisement

Radio station already targets specific demographics, therefore choosing certain station to broadcast with, you can choose your potential customers. Lead times with print and television ads takes longer than a radio ad.

Brand guidelines formats

We often use a PDF for brand guidelines, but you may want to consider a web page version of this or an intranet portal for all your assets. Have a printed version in the marketing office to refer to will also help.

Online streamed branding sessions

Use platforms such as Skype / WebEx to kick-off the brand with partners will help ensure everyone is on the same page from the start – have this brand update scheduled on a quarterly to yearly basis for updates to brand.

Detail: Brand Launch Plans: Try to keep these tips in mind when constructing your brand launch event:

The big event

Your launch should be an event – one way or another. It'll be your decision to determine whether a “mega-launch” event with guest speakers and music is the right way to go, or whether you'd make a better impact with a series of smaller, and more personal events. Usually, you'll be able to determine this information simply by checking out what competitors are doing, and evaluating the preferences of your audience.

The only type of event that isn't really suitable – is one that isn't designed for your target market. One-size-fits-all launches are disasters waiting to happen. Either pick a big blow-out event, or host a bunch of social webinars, chats, and influencer boosts on social media to help show off your brand. However, make sure that you do something that you know will appeal to your audience, and show off your new personality perfectly.

One-size-fits-all launches are disasters waiting to happen.



Try to keep these tips in mind when constructing your brand launch event:

- **Be genuine:** Be genuine to clients and consumers matters, this way the brand manifesto is matched by the service you provide.
- **Involve the right people:** Involving big names in your industry matters when it comes to your launch. Big names bring authority and ensure you give the right impression instantly. Make sure to set out time in your plan to reach out, as responses may take time.
- **Be unique:** Hold a launch event that is different to your competitors, make sure to involve your audience, clients and consumers like to feel valued.
- **Avoid conflicts:** Be absolutely sure your launch doesn't conflict with another company matter or one of your client's engagements.
- **Provide exclusivity:** This point relates back to being unique, make everyone attending feel exclusive and special, extend this to your employees as well.
- **Keep it in budget:** This could be live streamed for international bodies for cost saving.





Videos instantly grab audience attention. They're active and engaging, and 4 times more likely to be watched than text is to be read.

Advice: Get visual with it. Use a video!

The ideal platform for spreading your new brand around the world is through video, videos offer the ability to be easily adaptable for different languages. Video has the ability to simplify your message and keep it engaging. It also is cost effective and conveys a consistent message.

“61% of businesses have already introduced videos as a marketing tool.”

The reason is because it has four incredible powers:

- 1. Attention:** Videos instantly grab audience attention. They're active and engaging, and 4 times more likely to be watched than text is to be read.
- 2. Emotion:** When's the last time a leaflet pulled at your heartstrings? Emotions are easier to convey with video, and if you're trying to build an emotional connection with your employees, or your customers, visual solutions are a great way to do that.
- 3. Clarity:** According to Forrester, one minute of video can deliver the same amount of information as 1.8 million words. Conveying your brand ideals to staff members, and sharing them with the world is therefore much easier through video, than text.
- 4. Perceived value:** Finally, video gives you a more professional image than text. Videos are harder to produce, and generally more expensive, so your customers instantly think that you've put more effort into your launch. It's really that simple.

3. Further considerations

Brand Governance & Trademarking

The United Kingdom trade mark law provides protection for the use of trade marks in the UK. A trade mark is a way for one party to distinguish themselves from another. In the business world, a trade mark provides a product or organisation with an identity which cannot be imitated by its competitors. A trade mark can be a name, word, phrase, logo, symbol, design, image, sound, shape, signature or any combination of these elements.

You cannot change your trade mark once you've applied, and the fees are non-refundable. You pay £100 initially, plus £50 for each additional class. If you want to use your trade mark in countries other than the UK, you can apply to the trade mark office in each country. However, European and international application systems also exist.

You can apply to register your trade mark in countries which have signed-up to an agreement, called the 'The Madrid Protocol'. The Madrid Protocol is controlled by the World Intellectual Property Organisation (WIPO), based in Geneva, Switzerland. Their website provides a list of member countries that an international application can cover.

You can also use your UK trade mark application to claim priority when applying for an international trade mark provided this is within 6 months. This means that your later application will be treated as if you applied on the same date as in the UK. You can only apply for a single mark, as the international system does not allow for a series of marks, as we do in the UK.

Put the focus on people, not the brand

The best direction for your launch is not to focus entirely on how great your business is, but what your business can do for their clients/customers. Your aim should be to show what you can do for people, not what people can do for you. Everyone in your company will be excited about the launch if you have planned your internal launch event properly.

Software for brand management

There are free options such as Dropbox.com. Organised files into traditional folder setup. Or there are paid plans such as BrandFolder.com. Brand folder provides a home for all of your branded assets. Upload, store, organize and share unlimited files from one secure location. Internal and external users (with set permissions) can quickly and reliably add assets. Every file type welcome here.



Lastly, it's wise to put in place a system for collecting feedback.

Delivering the big event/Unveil Your New Brand to the World

When you launch you need to make it an event one way or another. The event will vary depending on who you are launching too, a massive event with guest speakers and music may be appropriate or a series of smaller events with a more personal feel. The only thing to avoid is create a “one-size-fits-all” launch as this has the ability to appeal to no-one. The key is audience engagement, give them what they want.

It's important to avoid leaking your new brand. Leaks can dilute the big reveal, this can occur from random employees haphazardly updating their email signatures. Give yourself time to make sure all the aspects of your new brand are ready for launch, once ready you can begin your integrated multimedia promotion for maximum impact. Make sure you have a strategy in place to avoid confusion with your old and new brand after the event. An instant switch is ideal but unrealistic, avoid a gradual roll out.



Get Feedback

Once you have unveiled your new brand it important to gather feedback. Feedback from your target audience is key. You can do this informally, by asking customers in person, or you can use online surveys and focus groups. Analyse your business performance, refer back to the goals you set to measure how successful the rebrand has been and what needs tweaking to improve performance. Rebranding is only the first step in your business's new identity, now is the next exciting phase, done right it can re-engage old clients and bring in new ones.

Phasing out the old brand

Just as important as the introduction of your new brand is the phasing out of your old brand. An overnight switch is ideal, but not realistic for most brands. Make sure you have a strategy in place to do away with old iterations that will cause confusion in the marketplace. Lastly, it's wise to put in place a system for collecting feedback on the new brand to ensure that the rollout has been well received. Any consumer confusions should be addressed immediately. It's always good to have protocols in place to address widespread backlash in case unforeseen problems arise.



Stage 4

THE WHO?

In this section ClearBrand discusses looking at your target audience in more detail and the basics of an internal and external launch including creating a need-to-know sequence.

Who are we launching to?

Who is your key Audience in the Brand Launch Sequence?

Apart from your clients/consumers, who are your stakeholders? How will the rebrand affect them? It is important to give all your stakeholders a relative value so you can plan your launch accordingly. This comes down to who are your high value clients, key partners, investors, customers, media channels and employees? This ranking is needed in order to create a need-to-know sequence as different stakeholders need to be treated differently when launching a brand.



Create a need-to-know sequence

This is key to making sure stakeholders are treated appropriately. Once you have spent time planning your need-to-know audience it is time to consider how they are treated, high value clients and investors may be treated to a pre-launch event with a more personal feel. You also need to consider your employees as your brand ambassadors and having them onside with a rebrand is valuable. These people need to feel included in the process, this can help increase productivity and connectedness within your business. An internal launch is a must before the big external event.

Internal & external launch parties

Internal Launch

- The Shareholders
- Board and Advisors
- Chief Executive Officer and Chief Operating Officer
- President and Vice President / Department Heads
- Supervisors, Managers and Team Leaders
- Employees Roles

External Launch

- Potential customers/clients
- Existing customers/clients
- Stakeholders

Internal brand launch basics

An internal launch is a great way to get everyone within the company on the same page and inform them of what the brand is trying to achieve. When done properly the internal events can motivate the employees and create a new lease of life within the company. Involved employees are productive employees, and productive employees mean happier customers.

To get employees involved partake in organisation wide meetings, discuss the rebrand with them, find out what their opinions are. Discuss what is right and wrong within the company and why the new initiative is so important.

A rebrand to an uninvolved employee may come across as extra work to them, causing them to feel isolated and opposed to the coming change. It is up to your team leaders to share the company's goals and draw attention to the new direction.

External launch basics

Once everyone internally is onboard, you will be able to move forward together by making an external impact. There are more moving parts when it comes to an external launch, so you need to factor this into your timing schedule. When it comes to an external launch, timing is everything.

Create a thorough timetable detailing every single detail leading up to the event to make sure the promotion for the external event has been communicated consistently through the correct channels. Different stakeholders with require different forms of communication.



Stage 05

THE WHERE?

This section tackles the different issues associated with launching a brand nationally and internationally.

Who are we launching to?

Launching an international rebrand Check list:

Understanding the customer behaviour

Just because consumers have certain buying preferences or habits in one culture, doesn't mean that such preferences are universal.

Position yourself properly

Good brand positioning includes truly understanding your competition and then looking at your competitive advantage. Who are the providers of similar products and services that you sell in this country?

Market Strategy

Consider a range of go-to-market strategies before committing to one

Know how your brand translates

A clever brand or product name in one language may translate into an embarrassing misstep in another.

Trade marking

Make sure your brand is protected abroad, check if the country is a member of the The Madrid Protocol, if not check the countries own trade marking laws.



Stage 06

THE WHEN?

When are we launching?

1. Plan your launch timeline

Before you can introduce your new or re-created brand to the world, you need to figure out where and when you're going to start sharing your message. If you're implementing a new brand for a "rebranding" campaign, then you'll need to update existing sales materials, marketing communications, outreach materials, and signage. If you're starting an entirely new brand, then you'll need to make sure that you have all those elements prepared and ready for implementation.

Avoid a gradual roll out

It is important to avoid a gradual roll out as this leads to inconsistencies within your brand, different elements end up not matching causing confusion among consumers and clients. Make a checklist to ensure everything is ticked off. Add a note to your social media channels or place a countdown on your website.

Start Your Brand Launch Internally

It's crucial to begin your brand launch internally before introducing it to the world at large. Your employees are your brand's most important ambassadors. They are the brand's storytellers on the front lines, so it's imperative they embrace its new chapter. Only by fully understanding the meaning behind the new brand can they tell an authentic and compelling story.

A brand launch is a prime opportunity for a CEO to rally the troops and articulate his or her vision for the future during a celebratory event. It shouldn't be left to a formulaic and ineffectual mass email. Your internal launch should include the release of brand guidelines. A single document that can be provided to employees and partners alike, well-defined guidelines prescribe with precision how your brand should be represented in every possible medium.



2. What happens next? Life after your rebrand

Ensure everything is on-brand

You must sort out the whole office digitally and physically to make sure everything is consistent. Make sure all employees are briefed on how to use the new brand guidelines. Have a deep clean of your company, you may find elements that you can get rid of like an old social media platform you no longer need to use. There might be a few stragglers lying around that are still using your old logo and branding. It could be a document template, a set of business cards, an old social media profile – anything.

Revisit the rebrand

Look at the goals you set, have you achieved them? Doing a brand audit 3, 6, 12 months after the rebrand launch enables you to measure the brands current market position and assess whether the rebrand has been effective. You may find more improvements need to be made to your brand, go back and rework it. Revisit your internal stakeholder, how are they applying your new brand? Is it still being applied correctly? A rebrand is not a one-time fix, you need to continuously work at it to ensure it is effective.

The rebrand launch is only the beginning. Now the company has to stick to your new message and not take your foot off the gas.

Stay the Course

A properly executed brand launch is only the beginning. What lies ahead is the future of your new brand and the many ways that your customers will experience it. So it's important not to take your foot off the gas. A successful brand launch sets the stage for new content creation, marketing campaigns, advertising initiatives, and more. Underneath all of this should be vigilant brand maintenance and ongoing brand development. You should never be complacent or rest on your laurels when it comes to moving your brand forward. A brand, after all, is a living, dynamic entity that requires continual maintenance to survive.



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Thank You

If you have any more questions please don't hesitate to email us at info@clearbrand.co.uk or visit our website at ClearBrand.co.uk.

We look forward to hearing from you.