

# Rebranding in Troubled Times

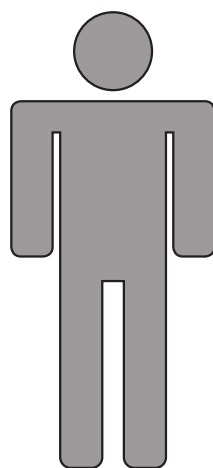
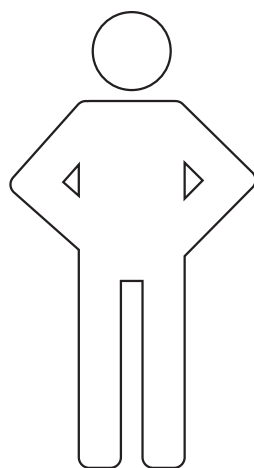
TODAY'S ECONOMIC TURBULENCE MAY BE THE BEST ENVIRONMENT IN WHICH TO REFRESH YOUR CORPORATE FACE.

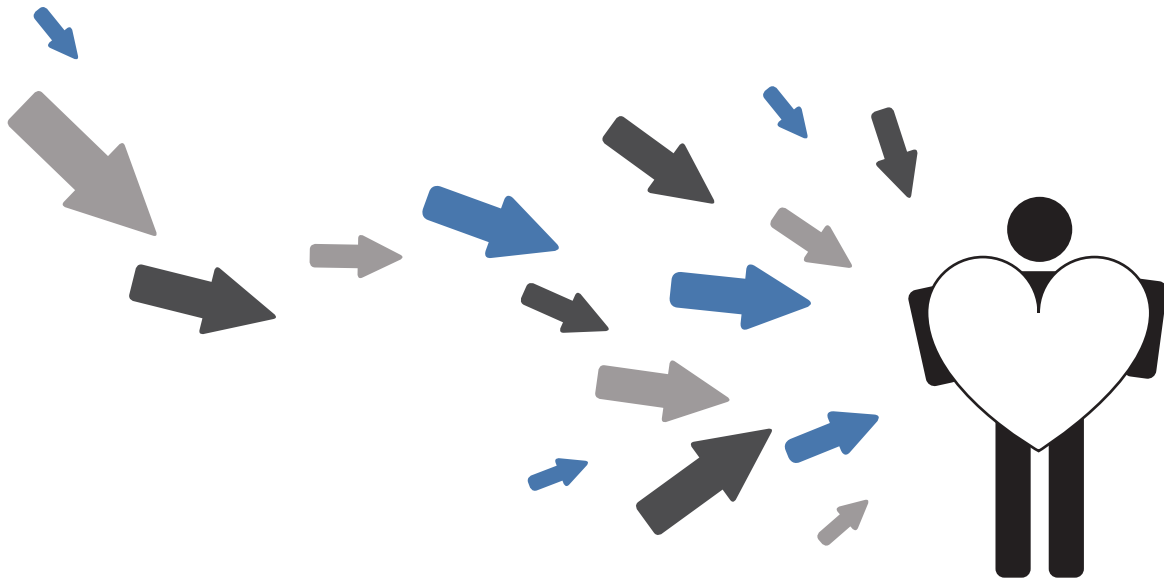
Chad Nelson, Creative Director: The Basis Group

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Rebranding a company is never a decision to be taken lightly. Even in midst of prosperity it can be a daunting task, and the risks need to be considered every bit as seriously as the benefits. Today, when simple survival is the primary goal for many companies, rebranding may be the last task marketing execs want to take on.

However, sometimes opportunity is created out of crisis, and now just might be the right time to put on a new face. Now, I'm in no way suggesting that rebranding now is the sure way to survival. I would simply like to suggest a few things to think about that may cause you to weigh the possibilities. Before I begin, I want to be clear about what I'm talking about when I'm talking about branding. Your brand is far more than your logo, tag line and color palette. **Your brand is the promise you make to your customers about your values, your differentiation, your mission. Your brand is what your customers experience every time they do business with you.** When you create, or recreate, your brand you need to understand exactly who you are, what you believe in and what you are going to deliver. When you know all this you're customers can trust what you say.





#### **ADVERSITY REWARDS INTEGRITY**

During the boom years, it was easy to make broad promises. There was money to be made and no one was really checking your story. Tell people what they want to hear, be everything to everyone, chase the sale and take it right to the bank. That just doesn't work anymore. Now we are all on guard. Every day there are more reports about how some corporate entity has mishandled itself in a way that makes most of us shake our heads. It is creating an atmosphere of mistrust and near paranoia about the marketplace.

Rebranding your company in the midst of this turbulence forces you to reexamine who and what your company is in truth. Most corporations are scaling back in order to focus their funds. We are all realizing we can't claim to do everything and survive. The organizations that will make it through are the ones that know exactly what they do best and then do exactly that. By rebranding now, you have the opportunity to discover your corporate value set again and be honest about what your differentiation is—and what it isn't. But honesty in these times is imperative. When you are clear about your offering and deliver against your promise, your customers will trust you because their expectations are appropriate and will be met. This alone will strengthen your brand and reinforce your equity.

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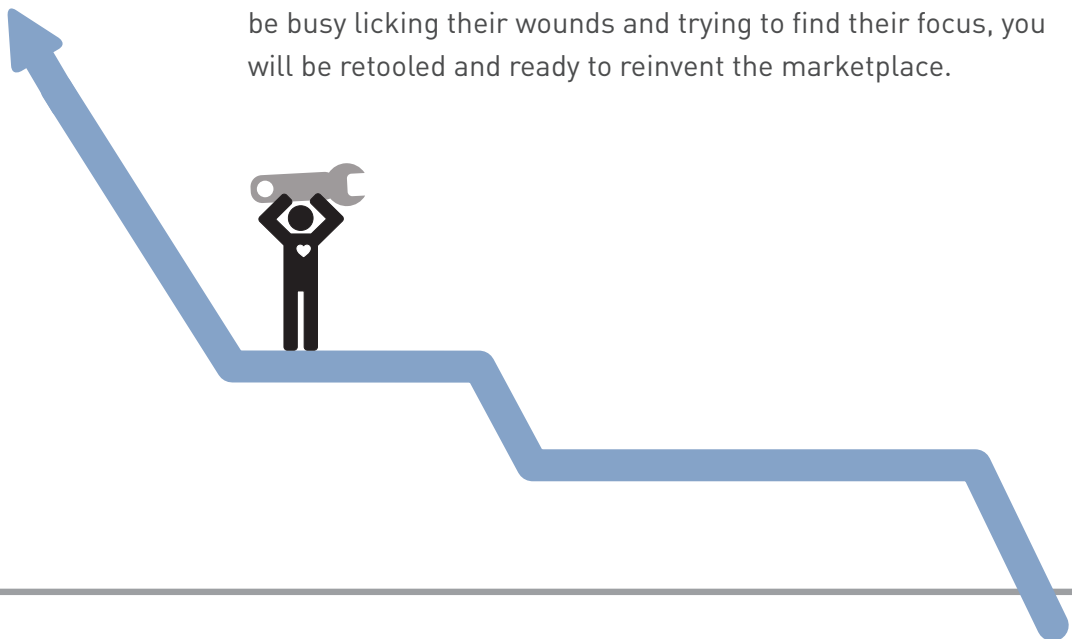
#### **PROACTIVENESS CREATES OPTIMISM**

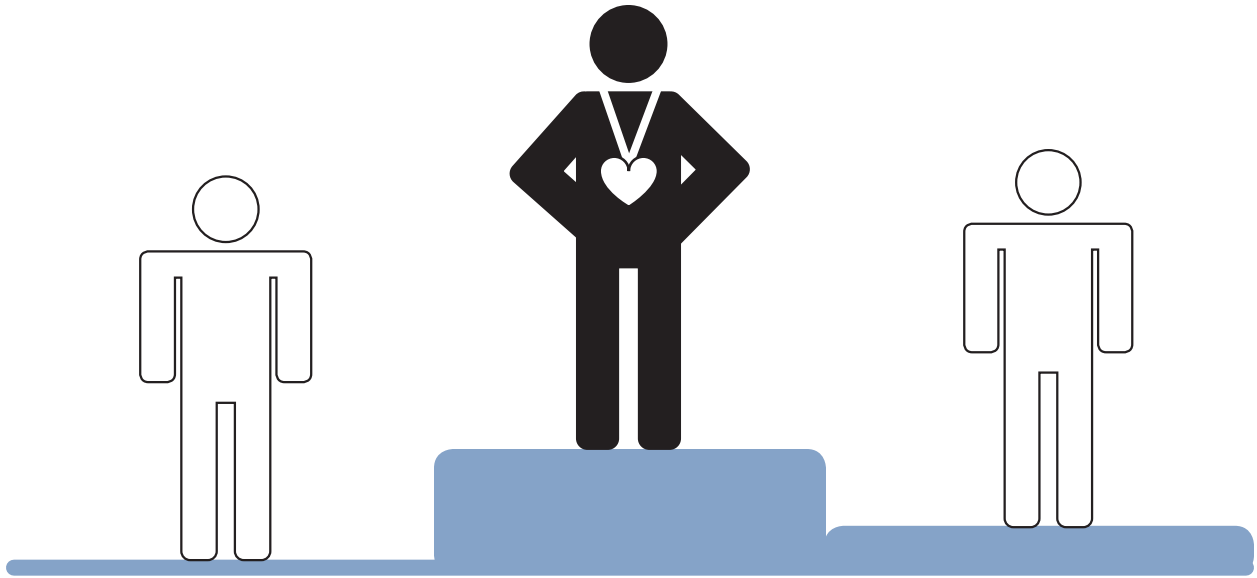
Rebranding your company when the marketplace is moving slowly demonstrates a proactive approach to getting through this mess. At a time when more companies close their doors every day, a bold step towards the future creates much needed optimism both within your walls and without.

Redefining your organization to operate in an unsteady business environment communicates to your employees that you are focused beyond the instability and taking action despite the down turn. When your people feel secure in their jobs, they renew their belief in the company. Suddenly your brand is more trustworthy because it emanates from the inside out. When your company appears hopeful about its own future, your customers become optimistic about doing business with you knowing you are aggressively moving forward.

#### **POISED FOR PROSPERITY**

Despite the dismal tenor of today’s economic outlook, this crisis is more than likely to pass. It may take some time and many organizations won’t make it through, but historically the economy ebbs and flows. Rebranding now will give you a strong foothold in the marketplace when the sun rises again. By taking the time and making the effort now to honestly define who you are, what you do best and why you do it, you will be among those standing at the end of this. When many organizations will be busy licking their wounds and trying to find their focus, you will be retooled and ready to reinvent the marketplace.





#### **AT THE END OF THE DAY**

When all is said and done, rebranding is a huge undertaking and there are numerous pitfalls to consider. When done right, it can be expensive, it is definitely time consuming and you must consider the potential for equity loss. However, the unique circumstances in which we all find ourselves provide a special kind of opportunity. By refocusing on your value proposition and differentiation, by taking on the struggle proactively and by readying your organization for the return of prosperity, you will build a brand that is strong and trustworthy. For some companies, these troubled times might be the right time to rebrand.

**ABOUT THE BASIS GROUP**

Founded in 2000, The Basis Group, Longmont, Colorado, is a marketing and brand development agency servicing the high-tech, business-to-business market. TBG has developed a proprietary branding methodology that begins by objectively defining key branding factors that act as the foundation for all organizational branding activities. TBG has successfully served such organizations as CVS/Caremark, AFS, Digital Globe, Genesys Conferencing, CS Stars, TrapTek and Premiere Systems.

**CONTACT TBG**

For more information on ideas such as thought leadership and branding in today's marketplace, feel free to contact Chad Nelson directly at [cnelson@thebasisgroup.com](mailto:cnelson@thebasisgroup.com) or 720.494.9281.