

rebranding CHECKLIST

Trying to decide whether it's time to rebrand your organization? The fact that you're asking the question is a pretty good indicator that the time has come, but if you're looking for more confirmation, here's the test:

CHECK ALL OF THE FOLLOWING THAT APPLY:

- Our branding was created 10+ years ago
- We are considering a organizational name change in the future
- Our competition has a better overall style than we do
- I have to make excuses when I hand out my business card or website URL
- We've added business lines that aren't well reflected in our brand messaging
- Our company received some bad press recently and we need to make a change
- We want to appeal to a younger demographic
- We're having a hard time hiring good talent
- Our culture has changed and our brand no longer showcases who we are
- We want to position ourselves at a higher price-point in the market
- Customer engagement and sales have slowed in recent years

1-3

You have some good reasons to make a change in branding, but perhaps your money could be better spent elsewhere. Bolstering your social media presence or starting a solid digital advertising campaign may be a good starting point. Bonus Idea: send out a brief survey to your customers to see what they think about your brand.

4-7

It's time to start planning a brand change. Your current brand isn't doing what you need it to do to be successful. Start thinking about who you need to target with a new brand and whether a name change might be necessary to accomplish your vision.

8-11

Get some help today! You've got at least eight good reasons to change your brand, and it's time to get the ball rolling. Stop missing out on potential customer engagement and get a brand you can be proud of.

Ready for a rebrand?

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