

6 REASONS TO REBRAND

(AND THE COMPANY SUCCESS STORIES TO PROVE IT)

1.

Appeal to a new audience

OLD SPICE

Old Spice discovered women purchase 60% of all body washes and have a strong influence over what products men use. The company started targeting women as a key consumer with “The Man Your Man Can Smell Like” campaign and using more female-centric marketing channels. Website traffic increased 300% and sales grew 125% within 12 months.

STARBUCKS

Starbucks Coffee no longer fit the brand when the company expanded to a full food menu and other beverages. Wanting to convey a more-than-coffee message, the company dropped the last part of its name. Food now represents 22% of Starbucks sales.

DUNKIN’ DONUTS

Dunkin’ Donuts rebranded when it embraced its transformation as a beverage company selling donuts, not a donut company selling beverages. Now Dunkin’ earns more than 60% of its sales from coffee and coffee-related drinks.



2.

Stay relevant to existing customers

Midol was a category leader with strong sales, but research showed women did not know the brand's values and couldn't recall its packaging. The branding blended in with similar over-the-counter products. The company redesigned its look using bold, modern colors appealing to a Gen Z audience. The new packaging color palette better demonstrated Midol's product range. The brand shed a look designed around female modesty to one exemplifying confidence. Not all rebrands require large

changes and a lot of flash. Sometimes subtle updates make a big difference. Fast Company compared its three visual principles—sophisticated, playful, and gender neutral—to changing reader preferences. There was a disconnect. The magazine swapped masculine-looking bold, all-caps type for a softer appearance using upper and lower case. A dancing page number layout offered a more playful feel. Just these simple changes helped the magazine better appeal to its readers.

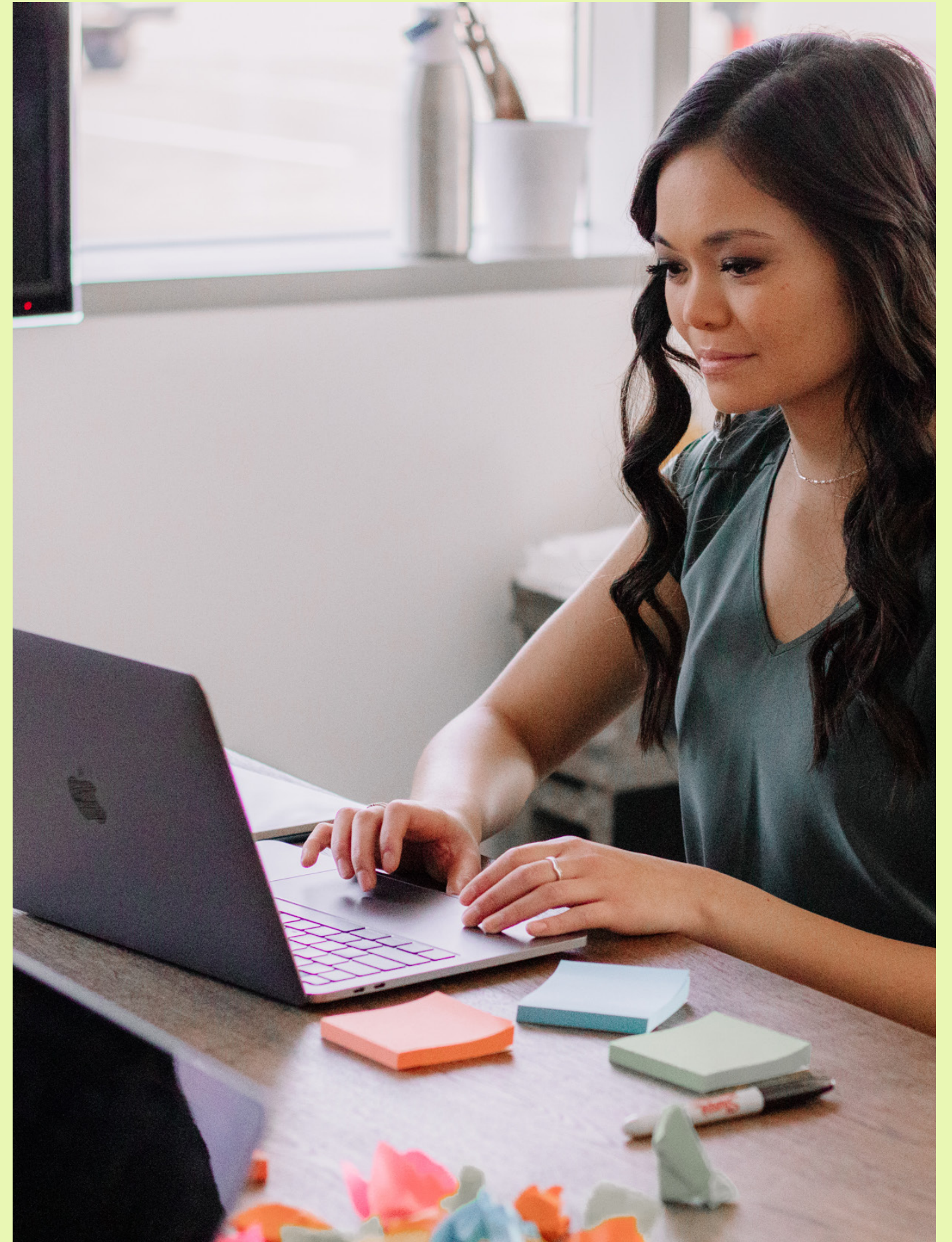


3.

Improve your search engine optimization

Businesses worry they will lose their Google ranking or that consumers won't find them online if they rebrand. Actually, rebranding offers an opportunity to improve both. Redesigning a website, adopting a more unique URL, or publishing content related to the change can give your brand a long-term digital boost. Remember Match Box?

Probably not because most of us know it as Tinder. The dating app's name was too much like competitor Match.com. Tinder changed its name and branding to distinguish itself. The company now controls 29% of the lucrative dating market.



4.

Boost Sales

Olive Garden comprised 56% of parent company Darden's portfolio and sales were declining. The brand's old-world image just seemed old. The chain underwent what it called a "brand renaissance" with a modern

logo, refreshed restaurants, and new menu. The updates appealed to a wider audience of different ages and food preferences to return the brand to year-over-year sales growth.



5.

Attract the right clients

Companies with staying power know how to segment their audience and develop niche dominance. Restoration Hardware started as a business selling hard-to-find home fixtures. The company grew to become an upscale home furnishings retailer. The name no longer

fit the brand and made Ace and Lowe's seem like low-cost competitors. The company now goes by RH with branding to reflect its positioning as a \$7 billion lifestyle brand for high-end customers.

6.

Change your image

Businesses must evolve with changing

cultural norms or risk being a cancel culture casualty. Smith and Wesson, plagued by the prevalence of gun violence in the U.S., now operates as American Outdoor Brands. The rebrand included defining four brand lanes for the: Adventurer (outdoor enthusiast), Harvester (hunter), Marksman (competitive shooter), and Defender (safety and security).

Weight Watchers, wanting to get away from negative cultural norms on dieting, rebranded to WW. The brand now reflects a commitment to wellness and a healthy lifestyle, not losing weight.

If you're a millennial reader, or were the parent of one, you probably have a strong opinion on Abercrombie and Fitch in its heyday. Scantly clad teen models, sexually suggestive advertising, and a CEO openly admitting the company catered only to attractive people. The brand eventually became so hated it nearly died. A rebrand led the company's turnaround that made it a sales hero for the 2022 retail season. The brand now targets a young professional with advertising focused on the clothes rather than the body wearing them. The retailer limits featuring the logo on its apparel, is more size inclusive, and embraces a racially diverse consumer.



As your company evolves, your brand should too.

A good rebrand is about discovering who you are, defining and designing what that looks like, and then applying the messaging and personality to everything.

What is your brand saying to customers?

If you're worried something is getting lost in translation, a brand audit will uncover data-driven insights to inform your business strategy.

Download Boldthink's brand audit workbook [here](#) to get started.

Our BOLD approach:

- Uncovers your value proposition, market position, and competitive advantage
- Unlocks competitor insights so you can develop a strategy to win
- Establishes messaging around the value of doing business with your company
- Increases customer engagement by giving you a clear vision into what motivates them
- Defines the purpose, values, and ways your company works
- Showcases and refines company cultures to capture top talent
- Creates impactful marketing campaigns
- Develops a winning communications playbook



Boldthink grows brand value and reputations. Our services increase awareness, create competitive differentiation, and boost loyalty.

How can we help you build a

**BOLDER
brand?**



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