

The Roadmap to Rebrands

Should you pump the breaks or put the pedal to the floor on a rebrand? Perhaps you have a legacy brand that no longer reflects the credit union or community bank that you are today. A rebrand can be a wild ride, but sometimes the road less traveled is less traveled for a reason. Before you speed down the fast lane, keep your eyes on the road.

YOU HAVE A STORY WORTH SHARING

Instead of unlocking our gifts and releasing the power and potential of our brand, we often turn to what everybody else does. A stale or plain brand can be reinvigorated when you stop telling consumers what to do and start telling stories people can identify with.

YOU SEEK TO FIX INTERNAL ISSUES

A rebrand cannot save your organization. Through a rebrand, you should gain a better understanding of what it takes to succeed. Leadership, however, ultimately fuels the engine. Rebrands die hard because of disorganized, insecure, toxic organizations.

YOU AIM TO BOOST EMPLOYEE LOYALTY

Not all good companies are great employers, particularly when it is so easy to settle for less. Whether you seek to attract and engage top talent or build consumer loyalty, your employer brand must be competitive, compelling and have purpose.

YOU CRAVE AN IMMEDIATE OUTCOME

Sometimes our eagerness to prove ourselves overwhelms us. We work toward a finished product and not long-term growth and fulfillment. We should be patient and be consistent in building a culture of greatness. Without persistent preparation and action, a rebrand will quickly become a novelty.

YOU'RE READY TO LEAD BY EXAMPLE

Are you attracting the right people? Has your field of membership changed? The cost of living, education, quality of life and political climate within your community is certainly different than it was 10, 20, 50 years ago. With a rebrand, you can realign your principles to reflect the people you serve.

YOU'RE READY TO GIVE VALUE FIRST

The brands we most admire deliver a sense of warmth and competence. Just as we do when we meet a stranger for the first time, we ask ourselves, "Is this an organization I trust?" and if so, "Can they meet my needs?" A rebrand can provide a natural and sustainable vision to pursuing the common good.

YOU'RE ON A HEROIC QUEST OF ONE

It is your duty to get your board and your staff excited about change. However, if your team already has faith in the organization's vision and you are still receiving pushback, you may be pressing for change for change sake. A rebrand will be stonewalled if there's no buy-in.

YOU WISH TO BE A COOL KID

We get it. All the cool kids... they seem to fit in. There certainly is nothing wrong with drawing inspiration from others. But your brand is much more than a snazzy logo. If all you seek is a new name, you're not leading change, building a brand or strengthening your organization's culture.

get started!

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yourmarketing.co
864.908.9291
frank@yourmarketingco.com

Rev Up Your Engines

The road to success is not always easy to navigate, but a well-crafted rebrand creates alignment, loyalty and an understanding within your organization. At your marketing co., we create enduring brands for credit unions and community banks who seek to become dynamic, growing financial institutions.