



Simplifying **The Rebranding Process**



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Management have announced it is time to re-brand. While your colleagues excitedly look forward to the next chapter of the company and how their role will change, you know you will spend the next 12 to 18 months stretched for time, resources, money and multi-tasking to the max!

But it doesn't have to be this way. With careful planning, budgeting and discussions with industry experts, you can reduce your stress levels and deliver a successful nation-wide re-brand on time and within budget.

Below is a step-by-step guide, complete with tips to help you navigate the initial planning phase of a re-branding project. While this White Paper focuses on signage there is no reason why facility managers cannot use the foundation of these tips to assist them with planning other facets of their portfolio.

Step 1: Establish Your Objectives

First, your team needs to determine what you want to achieve with the re-brand and set your objectives for your signage. It is important to have a clear direction for what you want to achieve and ensure all relevant stakeholders are working towards the same outcome.

Things To Consider:

- **Do you need the signage to last for the next 10 years or 20?** If your brand has a lifecycle of 7 to 10 years, and at that point you will re-brand again, there is no point spending more on materials that will last 20 years. Therefore it is important to establish how long you need this signage to last; this will help you to make informed choices when it comes to choosing sign materials.
- **Do you want your new look to make you stand out from the crowd, give your brand a competitive advantage?** Do you need to do more with your signage to engage your customers? Remember your signage is a useful connection to your customer. Also, have you considered integrating digital or interactive technologies to your portfolio to engage your customers? Before you set a budget it is a good idea to research your options and find out what competitors are doing with the latest technologies. Then if you decide you will consider something new or different, you can factor this into your budgeting in step two.
- **Do you have a deadline?** If you have a quick turnaround for the re-brand this may require you to increase your budget to meet the deadline or restrict your choice of materials to only what is readily available. Be sure to factor your deadline into your budget discussions and also make sure all stakeholders understand the timeframe they are working to. If everyone is on the same page, this will avoid nasty surprises later.



Step 2: **Set A Budget**

Once you have finalized your objectives, it is time to set a realistic budget. The industry will have changed since your last re-brand, so research your options and don't set a budget based on your previous re-brand spend.

Things To Consider:

- **When setting a budget it is important to consider your options for the roll-out.** Will the new branding be installed at all stores at once or do you have a plan to re-brand state-by-state, metro then regional? You may find that you need to spend more money to achieve your desired time frame.
- **However, if your time frame is flexible another option could be spanning the roll-out across 2 or 3 years.** In doing this you may be able to spread the budget further, spending more on the signage itself and therefore being able to achieve a more exciting look, possibly incorporating digital technologies, or using longer-lasting materials.
- **At this point you should also consider the ongoing maintenance of the signage.** After installation, will you have an annual budget for maintenance and repairs? If not, the life expectancy of the sign materials is something that needs to be considered in step three. After all you want to ensure your brand continues to look its best long after its initial installation.



Step 3: Research Your Options

Once you have established your budget it's time to start researching options. The sign industry is ever-changing, with new technologies introduced every day. Speak to an industry expert before determining your sign specifications. Living and breathing signage, people in the industry have a great deal of technical knowledge to share.

Things To Consider:

- **When talking to industry experts be sure to tell them your objectives and budget**, they will be able to guide you to find something suitable to achieve your new look.
- **Check the life expectancy of sign materials you are considering**. Be sure to ask how they will age and if you will need to factor in maintenance and the potential costs involved.
- **Trial colours, materials and working prototypes in the real-life environment to get a true reflection of the new brand**. While you may think one colour looks good in the office, it may look completely different under natural light. Be sure to review your options in sunlight and low-light. Also consider other factors such as legibility, material textures, illumination and the need for secondary messages.
- **Have you considered environmentally friendly signage?** With advances in technology, prices have come down and environmentally friendly signage can even reduce your ongoing costs.



Step 4: Ensure Brand Consistency

Once you have determined your objectives, budget and materials, it is time to create rules to ensure the consistency of the new brand. The best way to do this is by developing detailed signage guidelines in your Brand Manual. These specifications must be available to all stakeholders.

Things To Consider:

- **We encourage our client's to consider developing a Technical Sign Manual which includes detailed specifications for a family of signs.** This Manual not only covers colours and fonts, but also sizes and material specifications. Using this Manual for the re-brand will ensure brand consistency is achieved throughout the network. The Sign Manual needs to cover every signage touch point, and when used correctly this document will ensure your branding is consistent across your entire network.
- **Once the re-brand is complete the sign specifications (whether that's a Brand Manual or a Technical Sign Manual) need to be available to all stakeholders for future reference** – i.e. new sites, re-locations. It has taken a great deal of time and effort to re-brand your network, so you want to ensure all future signage touch points meet the brand standards.



Step 5: **Collect Information**

After you have determined your sign specifications, it is time to undertake an audit of your store network in preparation to create artworks displaying the new brand. While performing site audits we suggest you collect detailed measurements and take many photos, not just one or two of the store exterior. Having an abundance of information will eliminate any guesswork and avoid revisiting site.

Things To Consider:

- **We recommend that you keep site audit photos and measurements for future reference.** Also it would be a good idea to keep artwork, permits and completion photos handy as well. This will help you down the track if you need to undertake maintenance or repairs, but more importantly when you come to re-brand again. If you keep accurate records of each site, not only from the re-brand but any ongoing maintenance and repairs, you will not need to undertake site audits the next time you re-brand.



Your signage is an important asset. It is visible 24/7 and is how your customer identifies your brand. Therefore when it is time to re-brand, your signage needs serious consideration. Re-branding is a complex project; there are many marketing touch points to consider. When you next re-brand, consider using this White Paper as a template to begin your project. Thorough planning will start your project off on the right foot and set you up for success.

Get Help From SignManager

SignManager are independent consultants who help large corporations improve the way they manage their branded assets across all their stores and facilities.

Some of the benefits of outsourcing your sign program include:

Brand And Marketing Managers benefit from a single point of control to ensure the brand is consistently applied across their national and international presence. You may also wish to set up systems to manage the brand throughout its lifecycle.

Property And Construction Managers benefit from having a single point of contact to assist their team. This can provide expertise, a national network of resources, and access to specialist systems to make implementing signage projects simpler. They will also see improved quality control processes, better risk management, a more flexible supply chain and achieve the best market value.

Facility Managers benefit from quicker response times from a national network of service-providers and lower costs through the intelligent use of asset data and mobile tools.

Procurement Managers are empowered to achieve the best market value for their full Capex and Opex budgets.

SignManager provide a mechanism for a competitive bid process for 100% of the spend, rather than just the 60% made up of standard products and services. We can also help you cut costs through improved product design, better buying behaviour and strategic spend analysis.



If you'd like our help with a strategy to better manage your signage and branding requirements, simply email us at info@signmanager.com.au

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