

UNDER CONSTRUCTION

BRAND



Rebranding

Entrepreneur! The Company Is On A
Downfall, Try Something New.



Rebranding

When starting a new business, many business owners don't pay much attention to branding beyond the name of the business and the logo.

That's because most business owners believe that the brand identity of a business is nothing more than that business's name and logo.

But a successful brand is much more than the name and logo.

BRAND IDENTITY IS IMPORTANT!

But brand identity isn't static.

Companies evolve and often, to stay competitive, they must evolve their brand image and branding.

You might no longer love your logo or your brand aesthetic no longer speaks of your company's values and products. You might be expanding the scope of your business and entering a new market and then find the name of your business to be too limiting. Or you might have realized that your brand simply isn't doing a good enough job to differentiate you in the marketplace.

That is why companies rebrand!

Rebranding

CONCEPT OF REBRANDING

Rebranding is the process of changing the corporate image of an organisation. It is a market strategy of giving a new name, symbol, or change in design for an already-established brand.

The idea behind rebranding is to create a different identity for a brand in the minds of consumers, investors, prospects, competitors, employees, and other stakeholders.

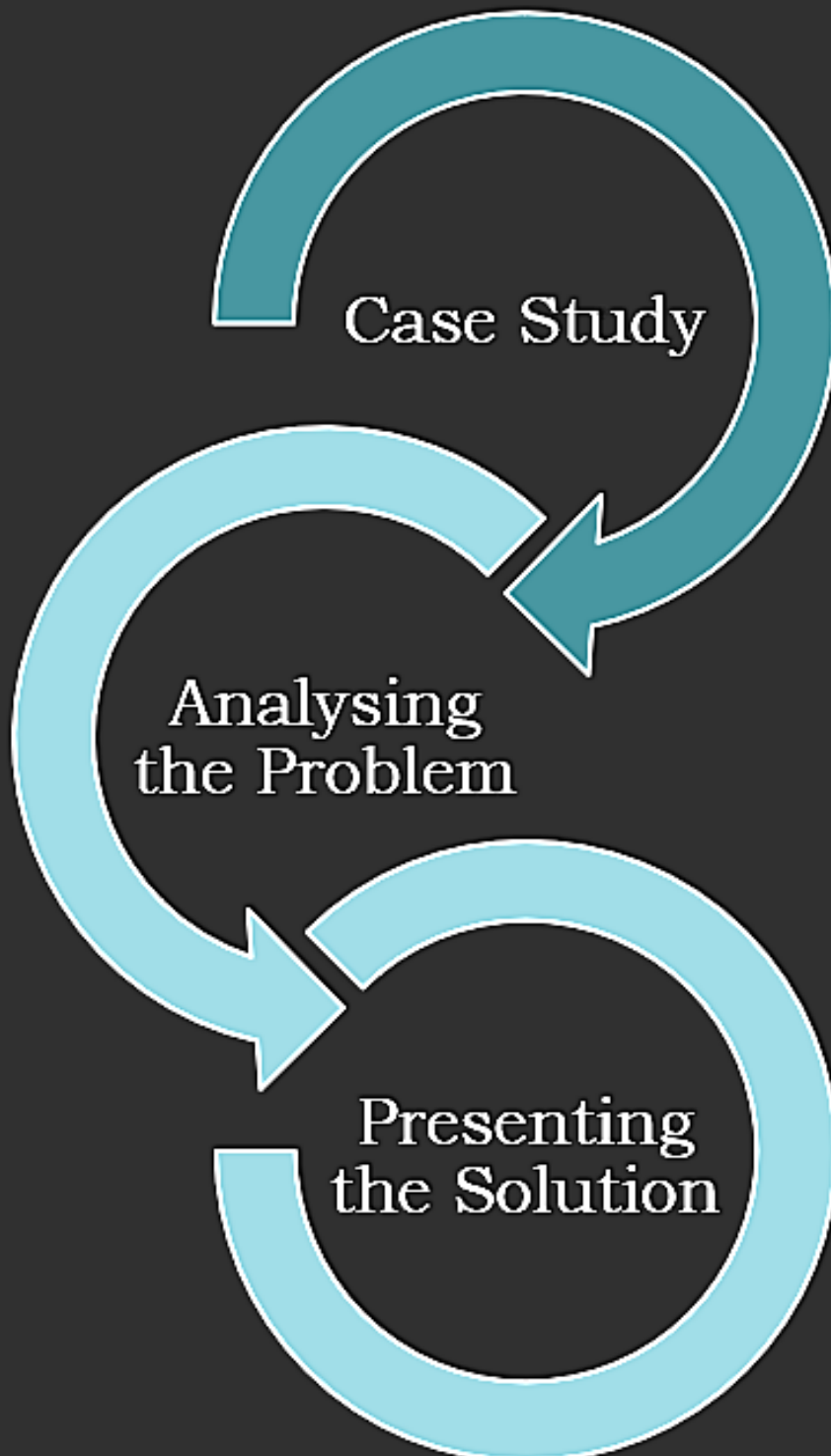
Rebranding can work wonders for any business that is struggling to modernize, differentiate themselves from their competition, or even escape a lackluster reputation.



Rebranding

EVENT RUNDOWN

Did you know that a major reason for the failure of a company is poor marketing? Get ready entrepreneurs, because many companies need your help! Here's what you need to do:





Rebranding

CASE STUDY:

You will be given a case study of a company in need of complete rebranding. You have been **appointed as the members of the New Marketing Team** for this company.

The brief would include company history, 5-year financial statement, customer feedback, and previous marketing strategies.

ANALYSING THE PROBLEM:

You have been assigned the task of rebranding the company and its products, as the members of its newly appointed marketing team.

Evaluate the past mistakes carefully and formulate a plan to rejuvenate the company's brand image.

PRESENTING THE SOLUTION:

Here comes the interesting part. The team has to present the solution as a live presentation in 8-10 minutes. The Presentation should outline the following points:

The presentation should cover **past mistakes, present condition, and future plans for the company.**

Keep in mind that your plan is to be presented before a panel of investors. Your aim should be to convince them that their decision to invest in the company was right. The presentation should be engaging and attractive. It should portray the vision as well as the new brand identity in the best possible way.

Rebranding

The Ideas for the marketing strategy should be unheard of, creative, original, and help the company to overcome their problems. Think upon every little detail of your plan from the concept to the execution and make sure that your idea is practically possible, fresh, and unique.

The presentation is your chance to convince the investors that with your plan, the company can reach new heights. So, emphasizing your plans is vital! The teams can use PowerPoint presentations, video presentations, etc. to help their cause.





Rebranding

To guide you through the way, here are some checkpoints to be kept in mind while presenting:

- **Past Analysis**

1. Assessing Past Marketing Strategy
2. Analyzing Reasons For The Downfall
3. Competitor Analysis

- **Redefined Mission and Vision**

- **Marketing Plan**

1. Visual Art And Theme Inclusive Of Logo
2. Target Audience
3. Sales And Marketing Strategy
4. Advertising Campaigns And Strategy
5. Digital Marketing And E-Commerce

- **Product Management**

1. Price And Quality Changes
2. Product Diversification

- **Creativity and Practicality**

- a. Business Minded Approach
- b. Innovation
- c. Originality



Rebranding

GUIDELINES FOR THE EVENT

1. The event is open for students of grades 11 and 12.
2. The number of participants in a team: 4
3. The time limit for the presentation is 6 -10 minutes. After 30 seconds of exceeding the time limit, marks will be deducted.
4. The teams may use a PowerPoint/video presentation which has to be submitted before the event by November 1, 2020.
5. All submissions have to be made by email at ecellatchoithram@gmail.com
6. While presenting, the cameras must be switched on by the whole team.
7. Any technical requirements or assistance needed by teams has to be informed at least 2 days before the event.
8. The judgment will be based on the following rubrics:
 - a) Past Analysis
 - b) Marketing Plan
 - c) Mission and Vision
 - d) Product Management
 - e) Creativity and Practicality
 - f) Overall Presentation