

# SIX REASONS TO RE-BRAND

*Rebrands are often complicated & carry the risk of diluting your brand.*

*So, here are 6 reasons when a rebrand might make sense.*



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# I. CORPORATE CHANGE 🧑💼

*If there's been a merger, acquisition or if there are legal implications, consider a rebrand.*



## II. TO SIMPLIFY ✂️

*If there's a need to make the brand  
crisper, neater & sharper.*



**DUNKIN'**



## III. REALIGNMENT 🌀

*If there's been an organisational realignment, a rebrand might be the next logical step.*

Google ➡ Alphabet



## IV. PERCEPTION 🎭

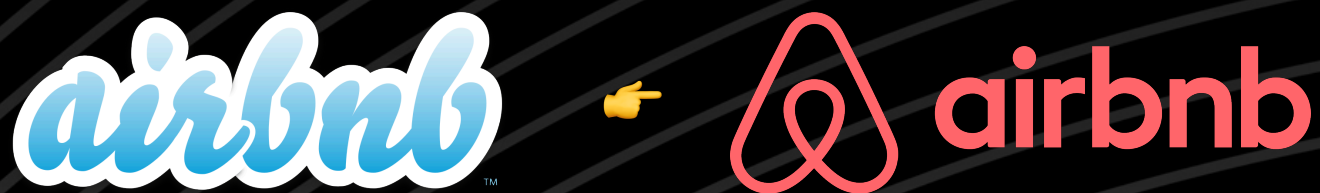
*If your brand's image isn't keeping up with your offerings, consider a rebrand to bridge the gap.*





## V. COHESION 🎯

*If your business started without a lot of thought put into the identity, a cohesive rebrand might be a good idea.*



# VI. THE LAST STRAND 🎲

*If your business is declining, a rebrand can be used as a final chance to regain market share.*



Think different.



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