

# MARKETING STRATEGIES

## BRANDiNG



**Perhaps it's time to consider a new look for your brand. Creative Company, Inc.'s Jennifer Larsen Morrow explores the concept of branding and its value to the success of your products.**

## Is It Time To Rebrand?

THE ECONOMY IS MOVING AGAIN. Marketing continues to transform, and we're hearing more and more companies proclaiming: "I need to update my marketing" or "I want to rebrand." Retailers and consumers want what's new, fresh and up to date. And you want a brand and packs that work, right?

You want shoppers to recognize what you offer at a glance, quickly understand how your product is different, identify the flavor profile and choose your tasty treat instead of someone else's, right?

That's the power of a brand. At a glance consumers respond with "That looks good!" and "I want it!"

percent of information transmitted to the brain is visual. Therefore, how you present your company and your product must start with what people see.

Most people have visual memories. We remember if we've seen a pack form, shape or color before. Have you noticed how toddlers recognize shapes and colors long before they learn to read? A well-branded pack generates at-a-glance recognition.

And, in the long term, a brand is built on perceptions of your organization and products. It starts with a visual system, but is refined through experiences and interaction.

### WHAT IS YOUR BRAND, REALLY?

A brand is more than a logo or a name. In this industry, your pack is the foundation of your brand — the color, shape, style, story and name. It's also built through impressions received through advertising, PR and other marketing tactics, as well as the experience of those who have bought, tasted, savored, shared and, most importantly, bought again.

It starts with the logo or wordmark, but a brand is also a complete visual and verbal system — online and offline. According to 3M Corp., 90

### SO HOW DO YOU KNOW IT'S TIME TO REBRAND?

Many companies consider a rebrand when one or more of the following occurs:

- There are changes in the category.
- New competition arrives.
- A company or product line has new ownership.
- There are new markets and audiences to pursue.
- Consumer tastes and perceptions change.
- New packaging formats or structures become available.
- A product is reformulated or reintroduced.

How can your company or product benefit from rebranding? Remember, a rebrand doesn't usually focus on the wants and needs of the company; its purpose is to focus first on the wants, needs and expectations of both current and prospective customers — retailers and

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