

Brands Sometimes Need Refreshment, Too

Some people think that branding your company is kind of like choosing the right outfit.

Except it's not only about looking good. The perfect ballgown with heels you can't balance on isn't going to promote confidence. Similarly, your brand doesn't begin and end with a pleasing logo or catchy commercial jingle. These elements have to be supported by messaging that tells potential customers who you are, what you do, and how they can depend on your product or service.



Let's assess whether refreshing your brand is the right step – and if it is, how to go about it.

Be smart about it

- » **Major changes** often require a brand refresh or wholly new branding – mergers, acquisitions, leadership changes. But, if things are largely status quo, do you need one?
- » **Does your brand feel stale?** Has its reputation suffered a setback? Or has the market shifted in a new direction?
- » **Do you have something new to offer** or a significant change in your fundamental offerings?
- » **Has your audience changed, or do you want the audience perception to change?**
- » **Is the brand no longer resonating with your target audience?**
- » **Is there equity in your brand?** Or, are you feeling a little too similar to your competitors?

If you suspect your brand may be due for a makeover but don't know how to proceed – or want an honest partner to evaluate the need – BLNKPG has the insight and experience to make the most of your refresh. Just remember, a true refresh is for more than the logo update... so be sure you're ready to ask hard questions!

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