

the value engineers

value creation through brands and branding



brand revitalisation

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Brand revitalisation: the business of taking a brand that is losing consumer resonance and relevance, and re-energising it via a compelling new proposition or idea.

Key points

1. Its big business – as the pace of change and weight of competition threatens longstanding brands with marginisation.
2. It's generally a cheaper and less risky process than building new brands from scratch.
3. It can be the first step in a program of “brand turbo charging” – the elevation of a brand from product–brand to cross–category power-brand status.
4. It's a complex process involving up to 5 stages: problem diagnosis, startpoint definition, development option creation, proposition selection/ refinement and marketplace execution – and then there's product innovation...
5. Insight is a sine qua non - to get to the heart of the brand and what it stands for, and to identify new market-led opportunities that the brand can tap into.
6. “Connectivity” is crucial – even when a brand re-orientates to meet a new need, there should be a line of connection back to the original brand construct
7. Target markets change with the revitalisation program – this can be either “modification” or “clean break”.
8. Brand architecture – the structure of brand/sub-brands/products – will probably require reorganising.
9. Build business assessments into the process – new proposition concepts may look exciting, but how wide is its appeal and how much volume will it generate?
10. Early steps in market executions are critical – mistakes at a later stage can be tolerated, but at an early stage they can prove terminal.