

WANT A BRAND THAT RISES ABOVE THE NOISE?

**How to get your customer's
attention (finally)**

SUBMIT

NO THANKS



FEATURED IN: **FAST COMPANY** **ADWEEK** **Forbes** *The New York Times* *Communication Arts* **Behance** **THE DIE LINE** **Inc.**

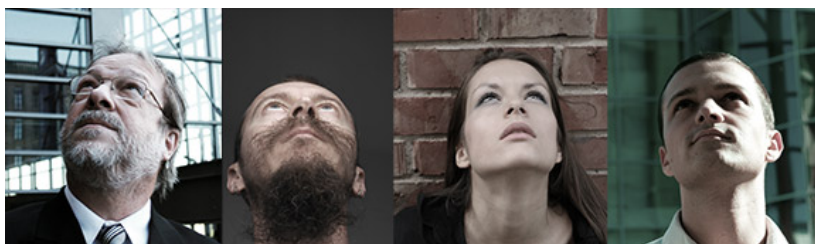


DBD INTERNATIONAL

Where brands defy gravity and rise above the noise

[HOME](#)[START HERE](#)[BRANDING](#)[VIDEOS](#)[FREE EBOOK – DOWNLOAD YOUR COPY NOW](#)[CONTACT](#)[BLOG](#)

HOW TO REBRAND: 19 QUESTIONS TO ASK BEFORE YOU START



Companies will at some point come to that milestone known as “the rebrand.” For some, it happens early on once they’ve discovered *who they really are* while with others, it occurs

SEARCH



WHAT IS BRANDING?



“DAVID BRIER IS A BRANDING GENIUS” —
GRANT CARDONE

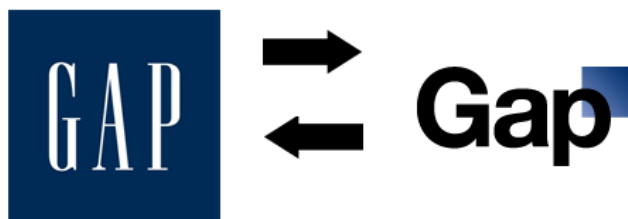
after many years of having grown (or outgrown) their brand.

THEN AND NOW

You'll discover that some brands go along an evolutionary track that one could basically follow. (Personally, I am not a fan of the current Pepsi logo and consider the legacy and heritage was tossed out the window with the current logo, whereas Coca-Cola has done an amazing job of maintaining and refreshing their brand.)



Others have made a change that was a disastrous departure that resulted in a complete about-face within a two-week window:



And while a brand is *so much more* than a company's logo, the logo is one of the key ambassadors to any brand. Hence the examples shown above. (To see the 5 types of rebrands, click [here](#).)

There are various reasons, assorted catalysts or numerous "straws that can break the camel's back" of the old or existing brand.

Yet, there are a number of questions that *routinely come up* when I start with a company to rebrand them. Here (in no particular order) are many of the questions that need to be answered to keep the brand:

- true to itself,
- meaningful so people take notice and care, *and*
- powerful enough to make the difference everyone hopes for.

19 QUESTIONS THAT EVERY REBRAND NEEDS TO ASK

1. Why are we doing a rebrand?



FIRST TIME? [CLICK HERE.](#)

MAKE YOUR BRAND STAND OUT
& RISE ABOVE THE NOISE.
ATTRACT YOUR IDEAL CUSTOMERS.
LEARN TO WIN ON VALUE,
NOT PRICE.

BRANDING, REBRANDING & OTHER ENTREPRENEURIAL STRATEGIES

- » [Brand Development](#) (5)
- » [Brand Identity](#) (6)
- » [Brand Leadership](#) (54)
- » [Brand Strategy](#) (33)
- » [Branding](#) (42)
- » [Branding Blog](#) (185)
- » [Branding Case Studies](#) (18)
- » [Branding Insights](#) (16)
- » [Design](#) (16)
- » [Design Inspiration](#) (5)
- » [Inspiration for Growing Companies](#) (22)
- » [Leadership](#) (10)
- » [Logo Design](#) (6)
- » [Must-read List](#) (5)
- » [Package Design](#) (4)
- » [Podcasts](#) (10)
- » [Portfolio](#) (62)
- » [Power of Words](#) (16)
- » [Rebranding](#) (24)
- » [Seen on Fast Company](#) (9)
- » [Seen on Slideshare](#) (6)
- » [Social Media](#) (29)
- » [Storytelling](#) (77)
- » [Tourism Branding](#) (1)
- » [Uncategorized \(Indecision at its Finest\)](#) (27)
- » [What is Branding](#) (7)

GET FREE UPDATES

- 2. What problem are we attempting to solve?
- 3. Has there been a change in the competitive landscape that is impacting our growth potential?
- 4. Has our customer profile changed?
- 5. Are we pigeonholed as something that we (and our customers) have outgrown?
- 6. Does our brand tell the wrong (or outdated) story?
- 7. What do we want to convey? To whom?
- 8. Why should anyone care about our brand?
- 9. Have we isolated *exactly* who should care about our brand?
- 10. Have their needs, *or the way they define them*, changed?
- 11. Are we asking our customer to care more about our brand — and what it means — than we do?
- 12. Is our brand associated with something that is no longer meaningful?
- 13. Is our brand out of step with the current needs and desires of our customers?
- 14. Are we leading with our brand direction?
- 15. Are we following with our brand direction?
- 16. Is the goal of this rebrand a stepping stone (evolutionary) or a milestone (revolutionary) ?
- 17. Will this solution work in 5, 10 and 15 years from now based on what we can anticipate?
- 18. Have we assigned some committee to manage the project versus someone (or at most, two people) who is/are focused, inspired and can lead?
- 19. If we were starting our business today, would this be the brand solution we would come up with?

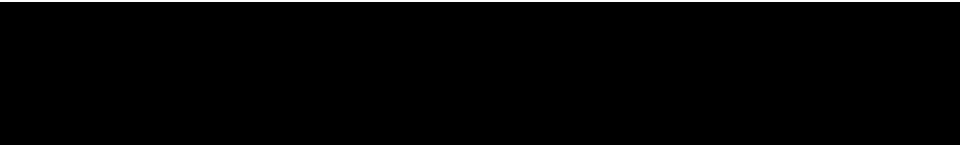


[WANT THE ABOVE CEO’S GUIDE TO REBRANDING—TOTALLY FREE? CLICK HERE](#)

MORE THAN SKIN DEEP

Use the questions above to isolate why you rebrand and how to keep your rebrand from the “cliffs of insanity” (i.e., cliché crud like much of the current wave of homogenized, committee-drenched crap being put out by several of the big Fortune 100 corporations over the last few years). And remember, a lot of this has to do with exceeding expectations, something discussed by the top 23 most influential leaders in business today.

WHY DO CERTAIN BRANDS BECOME GREAT BRANDS?



BRANDING INSIGHTS DELIVERED
RIGHT TO MY INBOX

I want to join the thousands of smarter businesses and brands that already receive free updates, case studies and smarter strategies to defy gravity and rise above the noise.

* indicates required

Email Address

*

First Name

*

Email Format

» ☐html

» ☐text

SUBSCRIBE

Follows

f

twitter

G+

in

youtube

instagram

WHAT DOES R.O.I. REALLY MEAN FOR YOUR BRAND?

BRAND INTERVENTION GALLERY

Before & After Brand Transformations

Before

After

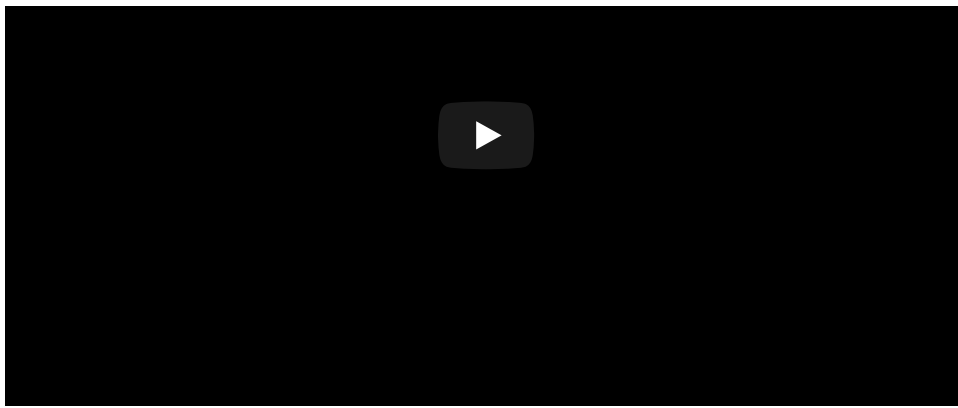
Botanical Bakery

BOTANICAL BAKERY

NATURAL. DELICATELY. UNAPOLOGETIC.

Package Design

Brand Identity

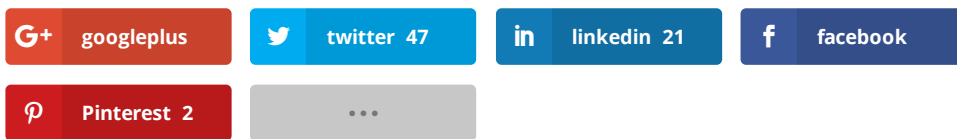


WHICH OF THE 5 TYPES OF REBRANDS ARE YOU?

Once I saw how many companies were encountering rebrands, I decided to help provide a [complementary list](#) of the 5 (yes, five) types of rebrands and how to master them.



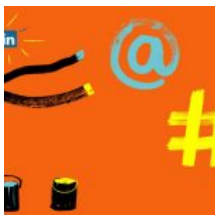
Shares



RELATED ARTICLES:



The 4 Traits of an Exceptional Brand



LinkedIn's Secret: Human Minds, Anteaters, and the \$821 Million Startup



How Good Design is Like Underwear: It Supports Without Constricting



Leveraging Your Assets in Branding

[SCHEDULE AN APPOINTMENT](#)



« 50 Shades of Crema (Coffee Love)

Social Media vs. Branding: Which One's Losing and Why? »



Tourism Branding



Technology Branding



THE BRANDING BOOK THAT REDEFINED THE RULES — NOW IN HARDCOVER AND EPUB FORMAT



The definitive book on branding, "Defying Gravity and Rising Above the Noise" by David Brier is now available in hardcover as well as in ePub format readable in any browser or iPad. [Get your copy here.](#)

TESTIMONIALS

AS SEEN IN FORBES.COM

"An award-winning brand specialist consulting small-to-medium sized companies and cities as well as a Fast Company expert blogger."

[Forbes.com](#)

READY TO DEFY GRAVITY?

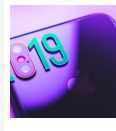
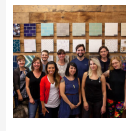
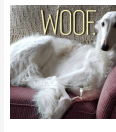


For over 30 years, David Brier has worked with large and small companies and startups that refuse to blend in and want — not only a brand that has something to say but — a brand that demands to be heard: to defy gravity and rise above the noise. [Read More...](#)

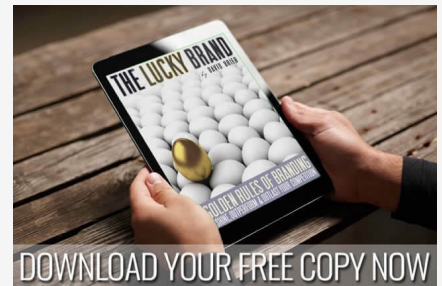
Follows



THE SECRETS BEHIND EXPLOSIVE GROWTH



SUBSCRIBE TO MY BRANDING INSIGHTS EMAIL AND GET MY FREE E-BOOK ON BRANDING



[You Know You Want To...](#)