

In Progress Due



When to rebrand. Developing a brand strategy takes time and what better time to think through ways to refresh your brand than right now when many of us are working from home. As you take this time to think through your brand strategy consider these signs that your brand needs an update: slow growth and declining sales, an unengaged target-market, outdated or boring messaging, or inconsistent marketing.



Realign your internal team. The key to success for any brand refresh is getting your internal team aligned on the strategy and brand identity. This is crucial so that everyone can communicate the brand effectively, which will lead to increased awareness and sales.
where Cult helped an internal team align on its brand narrative to reach customers more effectively.



Bring your company back to life. Most likely, you are looking to use this time to develop your brand because your brand feels uninspiring, unrelatable, dated, or all of the above. If you feel this way internally, chances are your customers do too. Bring your company back to life by diving into market research and a better understanding of your customers. 64% of consumers say that shared values help them create a trusted relationship with a brand. Still not sure how to bring your brand back to life? Consider letting experts help you through the process by bringing in a strategic branding agency like Cult, which provides full-service brand development.



Understand your audience. A brand refresh is beneficial if you've lost touch with your original audience, or are struggling to connect with a new audience. The best way to do this is by researching customers using a new generation of insights techniques.





Do the technical research. Remember that decisions are made emotionally, so look into valuable research based on linguistics, ethnography, narratology, psychology, and other scientific disciplines that tap into the emotional connections customers develop with brands. Emotional connections help you understand how your brand is perceived and how to get people to do business with you.



Update your brand's visual identity. A great way to refresh your brand is by updating its visual identity. Cult can help your company create a brand manual, outlining the design and copy elements for all of your brand's touchpoints. Your brand's visual identity is one of the first elements that will attract your audience; make it compelling.



Ensure all marketing collateral is consistent. Keep your audience interested and engaged with your brand by ensuring all marketing and messaging is consistently on-brand. **Presenting a brand consistently across platforms increases average revenue by 23%.** Use your brand style guide as a lens to filter all content through to make sure it meets brand guidelines. Consistency across all touchpoints ensures a strong user experience and can lead to more customers.



Reestablish your company's value proposition. A clear sign your company needs a brand refresh is that your audience doesn't understand the value your brand brings to the table. A brand refresh helps you rediscover your value internally, and then communicate that value to customers to get them excited about your brand again. Clearly communicate the benefits customers will see in their lives by doing business with you.



Have questions? Need help building a brand strategy?
Cult is here to help.
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