

What's the Brand Re:Boot Program and who is it for?

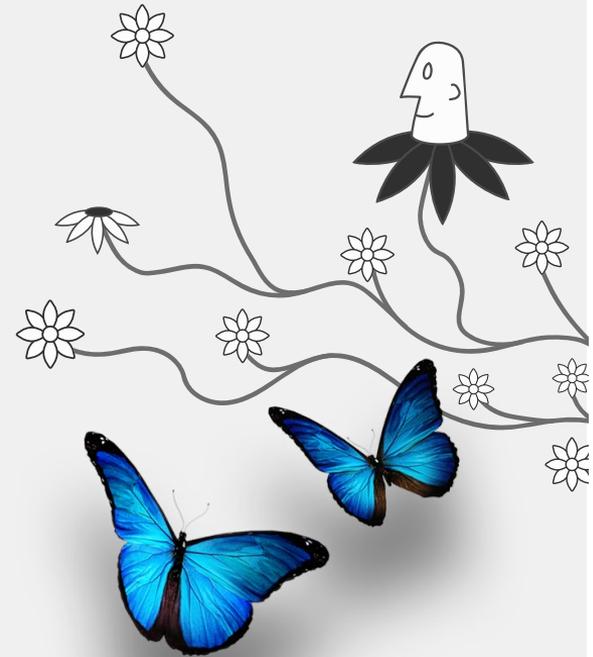
The world has changed immeasurably over the last five years.

A long list of external factors have changed what B2B customers want, expect and demand from a brand.

If there ever was a time for businesses to rethink their brand — what they stand for, how they communicate, what they look like and how they can stand out from the competition — it's coming out of one of the biggest global shake ups in recent history.

But we recognise taking on a brand refresh can be a daunting task.

So, we've put together the “Brand Reboot Program” — created for brands at the point of change to reposition their businesses in a simple, cost effective and impactful way.



How does it work?

This is a six month program broken into four stages:



Each stage has clearly defined outputs at the end and ultimately leads to a new brand that is fit for a new world.

Stage 1

Re-evaluate

This stage sets up the reboot for success. It's about gathering data and insights that'll inform a clear differentiated value proposition and brand identity.

What does it involve?

Brand Snapshot report from Earnest IQ

Using digital/social monitoring platforms to give an overview of how your brand is performing in the market (e.g. share of voice, share of search, social sentiment, channel engagement)

Market oversight report

Giving insight into the competition, the challenges in the industry and the opportunities.

Customer interview report

Playing back customers' view of the business, what it stands for and where it should go.

Leadership interview report

Playing back leadership's view of the business, what it stands for and where it should go.

Re-evaluate playback session + report delivery (2hr)

Face to face meeting giving back findings and what that means for brand development.

How long is this phase?

One month.

Stage 2

Reboot

This stage tackles the two biggest outputs of the brand: the brand messaging and the visual identity (look and feel).

What does it involve?

New positioning

Rethinking how we position and talk about ourselves to our customers

New look and feel

That brings the positioning to life in a creative way and makes you stand out

How long is this phase?

Two months.



Stage 3

Refresh

This stage involves updating the primary vehicle for your re-booted brand: the company website. Taking the new messaging and identity and delivering it into the digital experience your customers will interact with

What does it involve?

There are two options for this, really depending on whether you are rebuilding a website, or reskinning it.

Option A: Website reskin

We provide updated design templates and digital elements, which your in-house web team or third party developers can implement.

Option B: Website rebuild

This is a far bigger job – involving site restructure, new content and rethinking how the entire site works. Then, implementing the new messaging and identity.

How long is this phase?

Option A: Website reskin

One month + your development time.

Option B: Website rebuild

Five months.

Stage 4

Relaunch

When you've re-booted your brand, the next step is to tell the world (and your people) about it. Whilst launches can involve complex tactical planning, the re-boot package focuses on 'fast start' assets that will get you to market.

What does it involve?

Guidelines

Capturing the messaging and identity into an easy to use guide that helps internal teams or external agencies build marketing and sales assets.

Brand film

To bring the new brand story to life in two minutes

Internal communication campaign

Standardized set of assets and ideas to communicate the brand internally (We would work with you to determine what these assets would be.)

Online launch campaign

Standardized set of assets and ideas to communicate the brand externally (We would work with you to determine what these assets would be.)

How long is this phase?

Two months.

Costs and requirements

What does it all cost?

\$25k/month

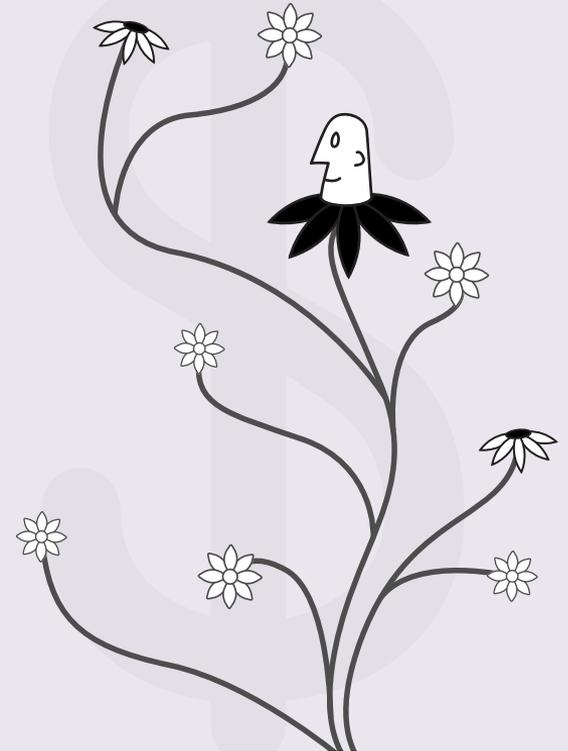
(\$150k across 6 months)*

**This is based on Option 3a from Refresh (Website designs only). Website development will be costed separately*

We can work with you on tailored costing, if you think your needs may be different.

What is required from you

- 1 Clearly defined business strategy
- 2 Clearly agreed picture of the products/services you offer
- 3 Internal stakeholder buy-in (especially the CEO)
- 4 A core team to project manage and run internal coordination and diary management.

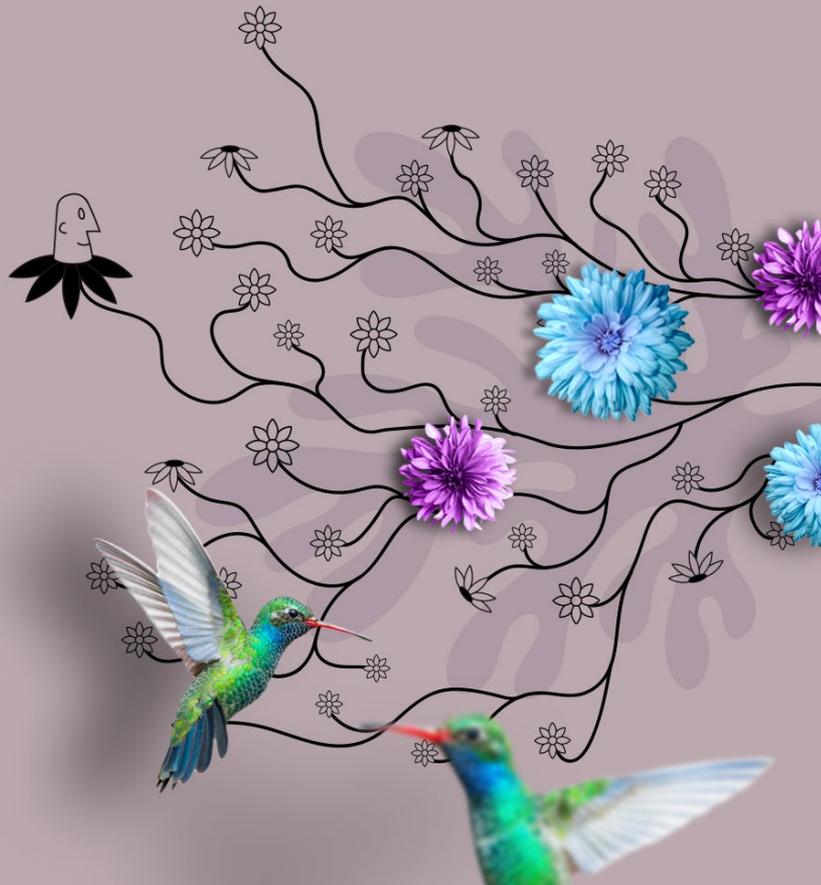


About us

Earnezt is the award winning agency B2B marketing agency that is chasing out the humdrum in New York and London.

Get in touch

To see how we can give your brand a rethink, get in touch at hello@earnezt-agency.com



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