

A large, semi-transparent image of a hand holding a glowing lightbulb, serving as a background for the text.

State of Rebranding

Recognizing
Industry
Evolution

2022 REPORT

Why Do Mature Brands Rebrand?

Two years after the pandemic and it's safe to say that no industry made it out completely unscathed, and many have had to pivot their strategies to fit the "new" world.

In a time of uncertainty, some old dogs had to learn new tricks, and companies from all walks of life have updated their service offerings and capabilities. Some so much so that their pre-pandemic branding may no longer be relevant.

In the spirit of change, rebranding has consequently become a popular necessity in businesses' marketing strategies. Companies are looking to showcase their new skills, update dated features and messaging, and simply start fresh. However, not all rebrands are created equal, and there are crucial points to consider when undertaking a successful transition.

This report will explore some of the common reasons for rebranding, the top trends for 2022 and beyond, and practical tips for a successful company rebrand.



GROW TO GROW VS. GROW TO SELL

When starting the rebranding process, business leaders should know, on a fundamental level, where they want the new brand to take them.

For some companies, the goal may be to grow the business to suit the changing demands of their customers better; we call this a "Grow to Grow" model. However, others believe a rebrand is necessary for the company to appeal to a potential investor or buyer; this is referred to as a "Grow to Sell" model. No matter the reason for a rebrand, it's essential to know the goal and establish it early on, as this will affect the overall process.



plum

GROW TO GROW MODEL

In 2014, our marketing company, Rizco, was approached by Plum Leos, a gymnastics leotard company based in New Jersey. Despite their beginnings as a small, localized company, Plum Leos held particular value in its market. Back then, affordable, quality gymnastics leotards were hard to come by, and while Plum Leos checked all these boxes, their branding was dated, and their marketing efforts weren't being optimized to the fullest potential. After in-depth market research, interviews with the Plum team, and a thorough

investigation into what the brand was at that time and what its potential was, Rizco helped Plum Leos undergo a transformative rebranding process. This included a new logo, identifying their strengths as a company, and introducing the term "practicewear" into their messaging, re-vamping their digital presence, and honing in on the brand's core values in all of their marketing assets.

Today, Plum Leos has dropped "Leos" from its name and transformed into Plum, an international gymnastics apparel company that is recognized for its comfortable and affordable practicewear and competitive leotards, and its promotion of positivity in the gymnastics community. Adored by its #PlumGirls and trusted by parents and customers, Plum has remained true to its roots throughout its transformation while continuing to broaden its horizons.



Winston

GROW TO SELL MODEL

Winston Benefits was a privately-owned benefits administration, enrollment, and employee engagement communication company with 30+ years of experience, delivering customized digital benefits solutions that streamline the administrative demands of human resources managers. With a long-standing brand heritage, top talent, and unparalleled service, they came to Rizco to rebrand and reposition themselves within the industry to align their visual and verbal footprint to match their reputation.

With their rebrand, the Winston Benefits leadership team wanted to better appeal to potential investors and buyers. So, Rizco first conducted an immersive company audit where we analyzed their competition, conducted internal surveys and interviews, and completed a review of all marketing materials. Our goal was to help them better stand out in the benefits administration marketplace.

The final rebrand dropped "Benefits" from their name to create Winston, a forward-thinking benefits administration company that prides itself on its three pillars of accessibility, integrated partnerships, and navigating and guidance. These pillars are represented in their logo and digital assets and are also reflected on their new website. In October 2021, Winston partnered with the insurance powerhouse Brown & Brown and continues today to grow its robust reputation and services in the benefits administration industry.

Three Rebranding Trends in 2022

Now that you've determined your company's reasons for rebranding, it's time to look at some of our favorite trends from both an analytical and creative perspective.

1.

SIMPLIFICATION

Some organizations refer to this phenomenon as "debranding," however, we like to think of it as simplification. The obsession with shortening and simplifying logos and brand names is arguably the most prominent trend as of late. Perhaps the best example of this is the most significant rebranding of the 2020s thus far.

We're, of course, talking about Facebook's transformation to Meta on October 28th, 2021. This rebrand allowed Meta to advance into new virtual reality offerings and enter the metaverse, a term you'll be hearing more and more of in the coming years.

Shorter brand names aren't the only products of simplification; in fact, logos are also being stripped down. One example you may have seen is the Pringles logo* which removed the hair on its famed mascot for a sleeker aesthetic which still highlights the mascot's quintessential, oversized mustache.



*designweek.co.uk/issues/20-26-september-2021/pringles-rebrand/

2.

COLOR TRANSFORMATIONS

There are too many color branding trends in 2022 for us to highlight all of them, so we'll stick to the most popular, which are futuristic color palettes. The digital age is upon us, and it's been awakened in nearly every aspect of current life.

The Pantone Color of the Year, "Very Peri" is one example of this. In an article announcing it, Pantone states, "Digital design helps us to stretch the limits of reality, opening the door to a dynamic virtual world where we can explore and create new color possibilities. With trends in gaming, the expanding popularity of the metaverse, and the rising artistic community

in the digital space PANTONE 17-3938 Very Peri illustrates the fusion of modern life and how color trends in the digital world are being manifested in the physical world and vice versa."

Brands are following suit and embracing this new frontier by rebranding in bolder, memorable, futuristic hues, and research is on their side. According to an article by Forbes, color increases brand recognition by 80%. So, using these futuristic colors consistently in your marketing materials can help consumers remember your brand for years to come.



3.

MOVING AWAY FROM OFFENSIVE BRANDING

Brands have been moving away from branding with offensive messaging or history in recent years. Some notable rebranding headlines you might have seen were the transformations of Aunt Jemima's to the Pearl Milling Company, The Washington Redskins to The Washington Football Team and now The Washington Commanders, and even the Dixie Chicks' transformation to simply, The Chicks.

For some, the pressure of the masses made them reconsider the problematic meanings behind their branding; however, some decided to rebrand on their own for morality and refreshing reasons alike. Still, this trend is here to stay as companies such as Squaw Valley Ski Resort changed their name to Palisades Tahoe as early as September 2021 after years of backlash from the local Native American community. We foresee more rebrands of this nature as we venture further into 2022.



Five Tips For Successful Rebranding

A successful rebrand should consist of a few components that ensure a streamlined and seamless process, but it's hard for companies to be aware of these factors without insider industry knowledge. This isn't our first rebranding rodeo, so we're breaking down our top five tips for a successful rebrand.

1. Identify your aspirations for the rebrand.

We've already touched on this in the *Grow to Grow vs. Grow to Sell* section, but it's worth repeating. Before embarking on this journey, make sure your company is on the same page of what the goal for the rebrand is, and also dig into what you want to be achieved with your new messaging. This could look like asking your team what your core values are? What do you represent to your clients? What changes in capabilities or service offerings do you want the new brand to reflect? If you can't answer these questions with ease, a brand audit is likely in your future.

2. "If it ain't broke, don't fix it."

Ah, a truly ubiquitous phrase. For rebranding, we're trying to convey that you can't stray too far from who you currently are. Customers, by nature, are nostalgic. Therefore, your current brand resonates with them in a way that prompted them to trust you with their business in the first place. So, it's important not to venture too far away from your roots and to keep the parts of your brand that are working.

3. Bring your employees up to speed.

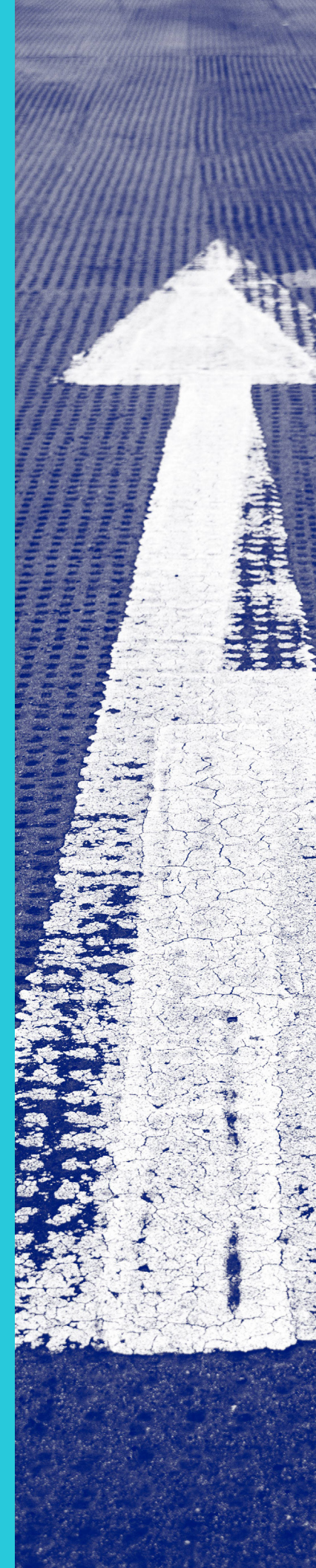
To pull off a successful rebrand, you'll also need to make sure that your employees are on the same page with the company's new culture. Train your employees on how you want the company to be seen by consumers, the key differentiators you wish to communicate, the core values that the company is built upon, and what you truly represent. Having consistent messaging and beliefs amongst your entire staff helps spread your brand to more potential customers and presents a united front.

4. Don't forget the little things.

A rebranding should feel seamless to your customers. It's as if your original branding is in place one day, and then overnight, it transforms. This seamless transition requires extreme attention to detail. Not only do you need to change your major digital assets, such as website, email templates, social media templates, vehicle fleets, signage, and print materials, but you also need to consider the lesser-seen aspects of your brand. For example, updating your LinkedIn descriptions, invoicing systems, email signatures, and any existing 3rd party investments that have been made where an old logo or ad is still running. and email signatures is often overlooked in the wake of a launch, but when consistent with the rest of your branding can make a massive impression on your customers.

5. Enlist the help of an expert.

Enlisting the help of an expert like a brand-led marketing agency can help you gain valuable insights into what kind of rebrand is right for your company and see examples of past work with similar businesses. They can also ensure that all the important steps in the rebranding process are taken, and the final result is seamless for both your team and your clients. Remember, a rebrand is not just about editing a logo, tagline, or colors. It embraces an organization's voice, purpose, and core values in a verbal and visual way that differentiates them in the marketplace.





Is your company ready to evolve and can a rebrand help propel your business forward?



No matter your reason for rebranding,
our team at Rizco can help.

We've aided our clients in industries from athletics to healthcare to establish and reestablish their brands to help their businesses grow and become leaders in their respective industries. We've even recently re-vamped our own brand to better position ourselves for future growth and are ready to Champion Your Brand!

[Explore Our Work](#)