

Rebranding made *simple*.





**So, what's a
brand anyway?**

An experience.

*An emotional
connection.*

So, what's a brand anyway?

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*An emotional
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“Your brand is what other people
say about you when you’re
not in the room.”

Jeff Bezos, Founder Amazon

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An experience.

An emotional connection.

“Your brand is what other people say about you when you’re not in the room.”

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“A brand is a voice and a product is a souvenir.”

Lisa Gansky, Founder Global Network Navigator (GNN)

**And what's
the deal with
branding?**

And what's the deal with branding?

“It’s not enough to be the best
at what you do. You must be
perceived as the only one
who does what you do.”

Jerry Garcia, Grateful Dead

And what's the deal with branding?

“It’s not enough to be the best
at what you do. You must be
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Jerry Garcia, Grateful Dead

“Be yourself.
Everyone else is taken”

Oscar Wilde

**Brands that
look or act
tired, *are tired***

**Brands that
look or act
tired, *are tired***

“If people believe they share values with a company, they will stay loyal to the brand.”

Howard Schultz, CEO Starbucks

**So who really
nailed their
rebrand?**

**So who really
nailed their
rebrand?**

CASE STUDY: **OLD SPICE**



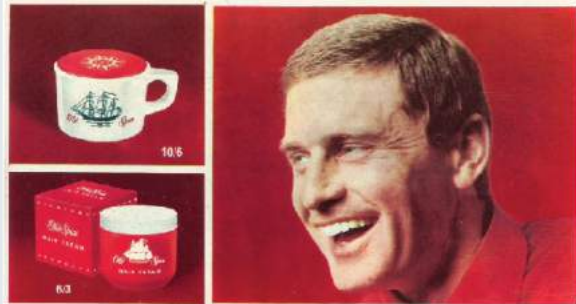
**After losing significant market
share, Old Spice realised it
had to *pick up its game***

SMELL LIKE A MAN, MAN.

Old Spice



YESTERDAY



A man wants a man's gift...
it must be *Old Spice*



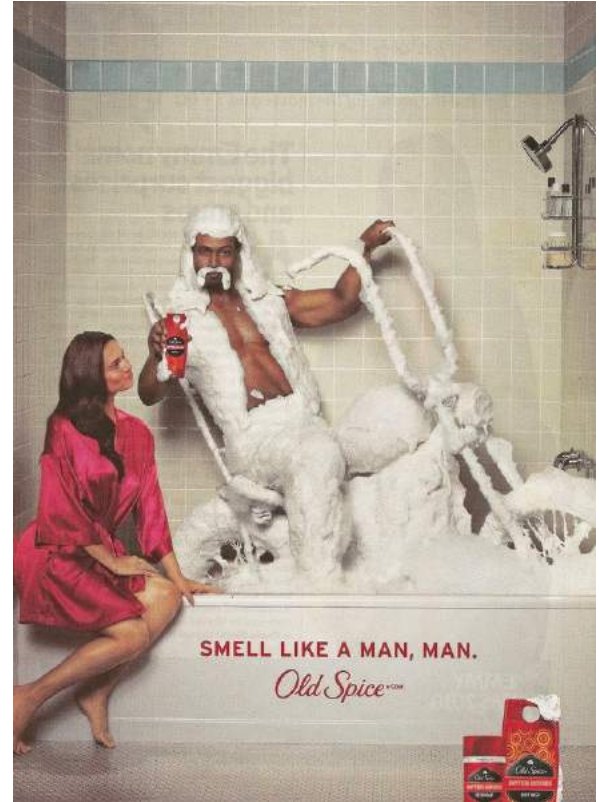
YESTERDAY



A man wants a man's gift...
it must be *Old Spice*



TODAY



“You have to make sure what you do is right for the moment you live in. What makes things relevant? ... It’s a sensitivity to the spirit we live by today.”

Christopher Bailey, Burberry

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Christopher Bailey, Burberry

CASE STUDY: **BURBERRY**




**In the early 2000's, the brand
found it had become inextricably
linked with *dangerous gangs***



YESTERDAY

In Appointment Order of Warburton's
210 Reg. St. N. W. King, Seattle, W. T.



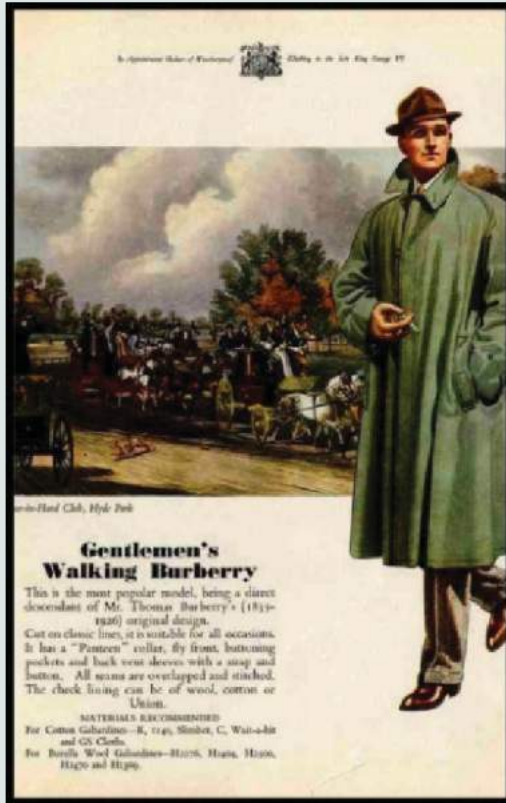
at the Hand Club, Hyde Park

Gentlemen's Walking Burberry

This is the most popular model, being a direct descendant of Mr. Thomas Burberry's (1833-1926) original design. Cut on classic lines, it is suitable for all occasions. It has a "Pentecost" collar, fly front, buttoning pockets and buck vent sleeves with a strap and button. All seams are overlapped and stitched. The check lining can be of wool, cotton or Union.

MATERIALS RECOMMENDED:
For Cotton Galvanizes—B, 1249, Simons, C, Wat-schit and GS Cloths.
For Worsted Wool Galvanizes—H1008, H1009, H1010, H1011 and H1012.

YESTERDAY



In Appointment Order of Warminster Clothing Co. 101 N. 4th St. St. Paul, Minn. 55102

The Hand Club, Hyde Park

Gentlemen's Walking Burberry

This is the most popular model, being a direct descendant of Mr. Thomas Burberry's (1833-1926) original design. Cut on classic lines, it is suitable for all occasions. It has a "Pentreen" collar, fly front, buttoning pockets and back vent sleeves with a strap and button. All seams are overlapped and stitched. The check lining can be of wool, cotton or Union.

MATERIALS RECOMMENDED:
For Cotton Galvanizes—R, 1749, Simons, C, Wat-sell and GS Cloths.
For Worsted Wool Galvanizes—H1005, H1006, H1007, H1008 and H1009.

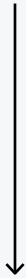
TODAY



**What do Old Spice guy &
Burberry mean to *your brand*?**

PHASE ONE

Discovery



Check with your
customers

PHASE TWO

Strategy



Consider your
customers

PHASE THREE

Creation



Consider your
customers

PHASE FOUR

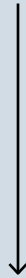
Evolution



Check with your
customers

PHASE FIVE

Implementation



Check with your
customers

Phase One: *Research*

Phase One:
Research



*Invest in
insights to
mitigate risk*

Phase Two: *Strategy*

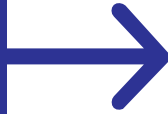
Phase Two:
Strategy



Build
foundation
to support
business
objectives

Phase Three: *Creation*

Phase Three:
Creation



Define &
develop



Campaign





Campaign

FCCS
banking for U

Make the switch
to Affinity Banking.

FCCS is a Co-operative Bank Group Ltd.
100% Community Owned & Controlled
Approved by the Australian Prudential Regulator Authority



INDEPENDENT SINCE 1974

Campaign

However you'd like to
retire, we're here to help
you do it your way.

You deserve to live life your way. That's why we'll help you
create a smart retirement plan that converts your savings
into an income that works for you, every day.

Chat to us today about
planning for your retirement.

**Geelong
Bank**
Member of the ANZ Group of Banks



Campaign

However you like to live,
we're here to make getting
into your first home easier.

Freedom means living life the way you want. That's why we've
made getting a home loan simple, straight with Geelong Bank.
You'll not only get a great loan rate, you'll also get better
finance options - so you can enjoy life your way.

**Geelong
Bank**

Get a loan to working about how to get into your first home
geelongbank.com.au/firsthomehelp



Campaign

Catching waves.
Great eats.
Vine-side tunes.
Market shopping.

Love Geelong? Us too. That's why we've made getting a
home loan super simple with Geelong Bank.
Chat to us today about how to get into your first home.

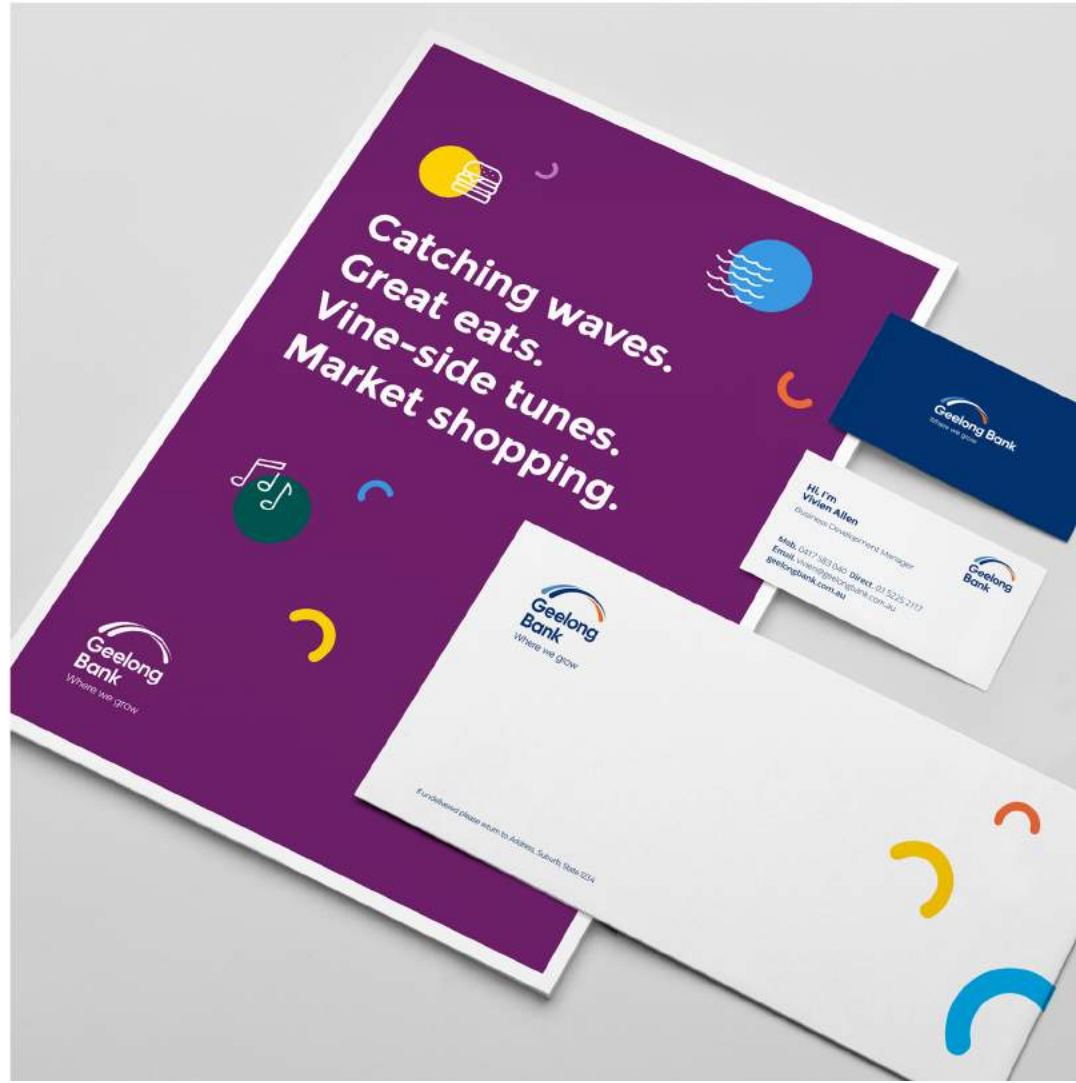
**Geelong
Bank**
Where we grow

Phase Four: *Evolution*

Phase Four:
Evolution

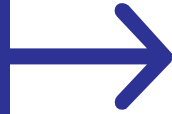


Review,
refine & *grow*



Phase Five: *Implementation*

Phase Five:
Implementation



Launch,
grow, monitor
& refine

Geelong Bank
Where we grow

Where we grow

Loans, Savings, Insurance & Personal Service.

We're big supporters of Geelong. However you like to live, work, play or dream, we're here to help you make the most of your money.



Review & refine, always

RECAP:

A rebrand goes **deeper**
than your logo.

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than your logo.

Great brands aren't afraid
to **reinvent themselves.**

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A rebrand goes **deeper**
than your logo.

Great brands aren't afraid
to **reinvent themselves.**

Rebrands are essential
to **remain relevant.**

**Want to *reconnect,*
rebuild or *rebrand*?**

**Want to *reconnect,*
rebuild or *rebrand*?**

We can help.

Questions?

