

Brand reboot

Your roadmap to the future

Why does it matter?

Brands evolve over time. The business adapts to market demands; technology allows new offerings to come to the fore; Social Media platforms rise and fall; there's a natural turnover of staff; the workplace undergoes reorganisation... Brand communications don't always keep up with the changes.

A brand reboot is a strategic project.

It provides an opportunity to draw together and consolidate existing assets, adding in what may be missing and removing outlying elements to provide a clearly understood identity and a sound and strongly focused foundation from which the business can take its rightful place alongside competitors in the public arena.

Who is it for?

While a **brand reboot** may be useful for any organisation that has not checked in with its messaging in a while, it is particularly recommended for **relatively new businesses** whose initial brand and communications were bootstrapped, as this often leads to gaps and inconsistencies.

It is also very useful for **high growth organisations** that need to make sure new employees are informed and capacitated to communicate the values, vision and identity of the brand.



What is involved?

 **EVALUATE**

 **VALIDATE**

 **REINFORCE**

 **ASSESS**

 **CONSOLIDATE**

 **STRENGTHEN**

The aim of this project is to provide a clear starting point and roadmap for future brand communications.

How it works

The brand reboot is a three-stage process:

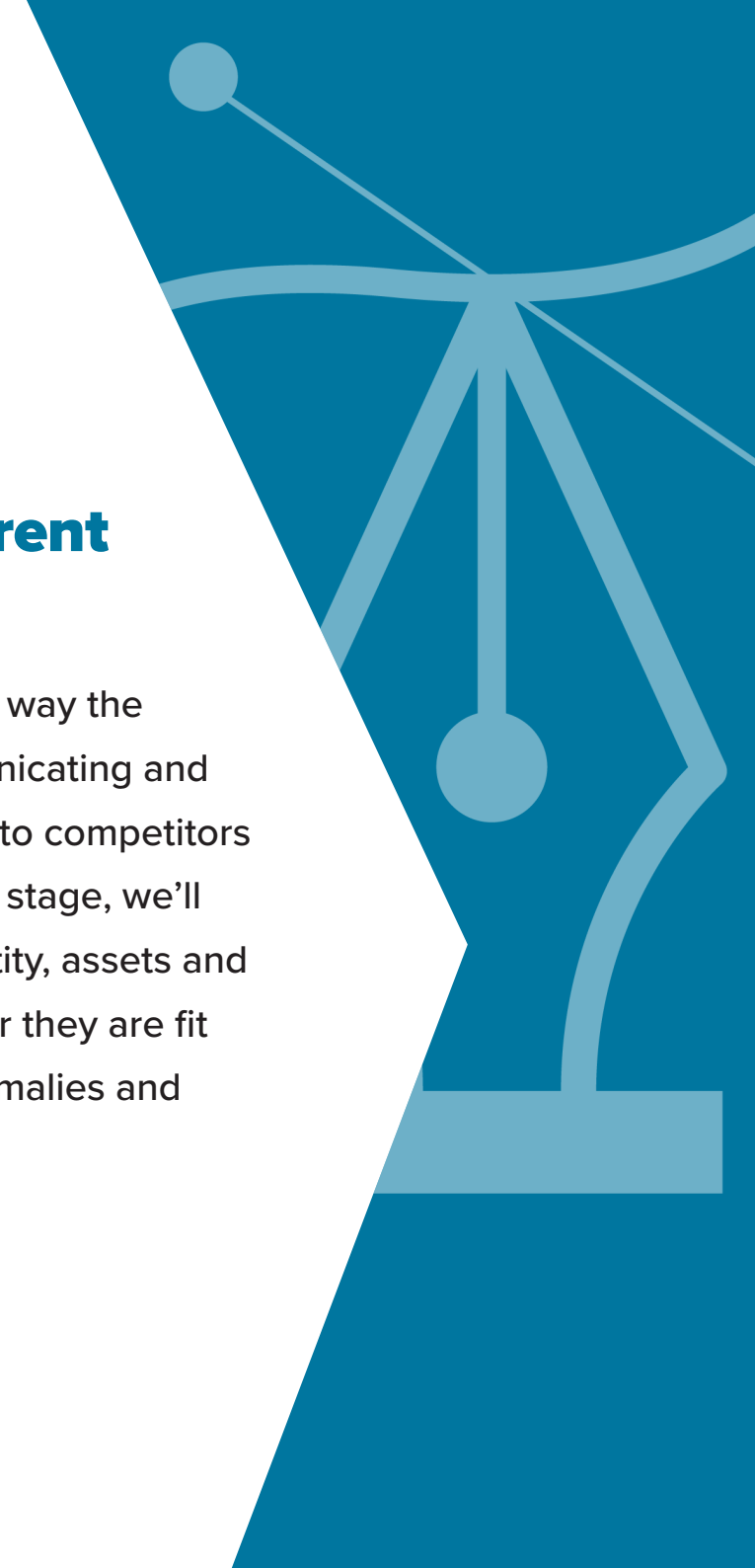
1. Establish the goal

In order to plan a journey it's important to understand where you want to be. So the first step is to gather together the information about what your message is and who you want to communicate with. This includes your statement of mission, vision and values, stakeholder personas etc.

Depending on where your business is, this can be a simple review and restatement or a deep dive discovery.

2. Assess the current status

Here, we need to look at the way the business is currently communicating and evaluate how this compares to competitors and aligns with goals. At this stage, we'll be looking at the visual identity, assets and guidelines, checking whether they are fit for purpose, eradicating anomalies and identifying any gaps.



3. Plan the route

Every business is different, so our recommendations can vary considerably. Perhaps all your business needs is a contextualisation of the brand, a brief summary of the assets available, and a clarification or reminder of how these can be used to best effect.

Perhaps the business has undergone major upheaval or refocus, in which case we may recommend a complete rebrand, new website, recreation of new marketing collateral, internal handbooks etc. Usually, the result is somewhere in the middle of these two extremes.

Whatever the outcome, we'll explain our findings and suggestions so you understand any problems we have uncovered and can make informed decisions about what to do next.

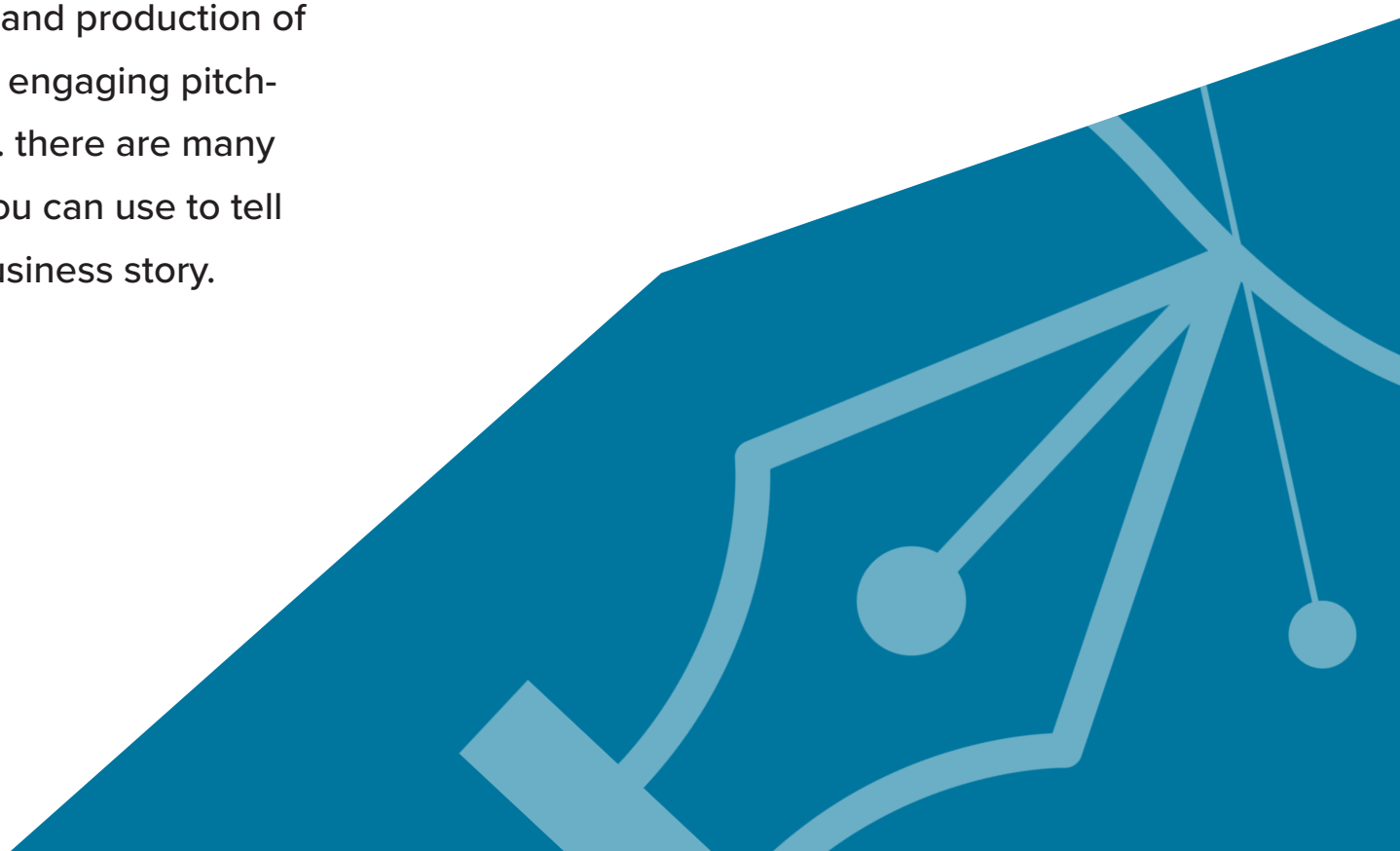


Next steps

📄 Whatever our recommendations, from a simple systematisation of your current assets to a brand refresh to a complete rebrand, we're here to help.

📄 Websites, copywriting, assets for a social media or print campaigns, printed brochures, interactive booklets and assets, storyboarding, scripting, filming and production of videos, engaging pitch-decks... there are many tools you can use to tell your business story.

📄 We want to help you optimise your marketing spend and make sure you're communicating effectively. That's why we suggest you start with a brand reboot.





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