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[RachAllen](#) Thanks [@commschat](#) for an interesting topic this evening [#commschat](#) -9:01 PM Apr 11th, 2011



[RajenMistry](#) [#CommsChat](#) insights and research. Show them. Make them understand from their customers' perspective. Their happiness is your reward. -9:01 PM Apr 11th, 2011



[simonatgt](#) [@amandacomms](#) any reason? [#CommsChat](#) -9:01 PM Apr 11th, 2011



[RachAllen](#) [@simonatgt](#) indeed, and that approach works successfully for them. My choices are certainly influenced by them [#commschat](#) -9:01 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) Thanks as ever [@commschat](#) A great session. Over & out for now. [#commschat](#) -9:01 PM Apr 11th, 2011



[gnosisarts](#) [@simonatgt](#) I know, it feels like a tightrope at times: Slavishly do what client wants v. try 2 offer what's "best" for them [#commschat](#) -9:00 PM Apr 11th, 2011



[amandacomms](#) Interesting discussion - but this week I was definitely on the sidelines! [#commschat](#) -9:00 PM Apr 11th, 2011



[EdwinAgboPR](#) Make sure all comms channels are functioning properly. Creativity can play a big part in this as well. [#commschat](#) -9:00 PM Apr 11th, 2011



[simonatgt](#) [@Geriseymour](#) [@mynewsdesk\\_uk](#) internal stakeholders shape external perception - from the call centre outward [#CommsChat](#) -9:00 PM Apr 11th, 2011



[CommsChat](#) you're welcome to stay online and keep the [#commschat](#) going, but we'll be back officially next Monday at 8pm UKtime [#commschat](#) -9:00 PM Apr 11th, 2011



[JeremySinger1](#) Stakeholders should be included in early discussions so they feel involved. It'll be the creative agency that manages the rebrand [#commschat](#) -8:59 PM Apr 11th, 2011



[CommsChat](#) OK, folks, its 9pm. that's it from me. [#commschat](#) -8:59 PM Apr 11th, 2011



[simonatgt](#) [@RachAllen](#) [@Communicatemag](#) [@simonatgt](#) but it's backed by a vision to make tech friendly and desirable [#CommsChat](#) -8:59 PM Apr 11th, 2011



[RachAllen @Communicatomag](#) very true! [@simonatgt](#) I agree, Apple = desire factor by default. Maintaining it is key [#commschat](#) -8:58 PM Apr 11th, 2011



[TonyLorenzCDT @gnosisarts](#) Very true-to go one step further, not what client always wants, but their stakeholders [#CommsChat](#) -8:58 PM Apr 11th, 2011



[Geriseymour @mynewsdesk\\_uk](#) internal stakeholders, yes, but why would customers care? [#commschat](#) -8:58 PM Apr 11th, 2011



[simonatgt @gnosisarts](#) there's a balance between listening and slavishly following that is difficult to get right [#CommsChat](#) -8:58 PM Apr 11th, 2011



[chrisb66](#) Also, stakeholders is a broad term. What investors want is different to what your local community want [#CommsChat](#) -8:57 PM Apr 11th, 2011



[mynewsdesk\\_uk @Geriseymour](#) Understand? Essential to get them to realise it's not just an expensive new logo/website/whatever [#commschat](#) -8:57 PM Apr 11th, 2011



[gnosisarts](#) This is a problem I've seen with designers: forcing their own creative brand vision, instead of wkng w/ vision of stakeholders [#commschat](#) -8:57 PM Apr 11th, 2011



[simonatgt @Communicatomag](#) love a Binatone, and Bontempi [#CommsChat](#) -8:57 PM Apr 11th, 2011



[TheMediaMktinCo @commschat](#) It's all about stakeholders, esp when rebrand SM too - too big investment for it to be solely self indulgent creative [#commschat](#) -8:56 PM Apr 11th, 2011



[simonatgt @chrisb66](#) we doing work with BT to engage 1.2m stakeholder shareholders - slow but it's working [#CommsChat](#) -8:56 PM Apr 11th, 2011



[Geriseymour @mynewsdesk\\_uk](#) but why would they want to? [#commschat](#) -8:56 PM Apr 11th, 2011

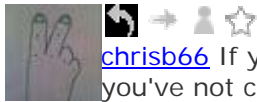


[Communicatomag](#) Apple's so easy, because their product are so sexy. No-ones ever going to say Binatone, regardless of how they do [#commschat](#) -8:55 PM Apr 11th, 2011

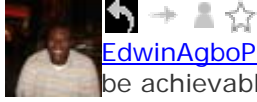


[mynewsdesk\\_uk @CommsChat](#) A challenge - how to get them to understand the

rationale, the business case? [#commschat](#) -8:55 PM Apr 11th, 2011



[chrisb66](#) If you alienate stakeholders, they don't understand why it's important. So you've not communicated well enough or they're right [#CommsChat](#) -8:54 PM Apr 11th, 2011



[EdwinAgboPR](#) Creative and strategy can work along side each other. Targets have to be achievable. [#commschat](#) -8:54 PM Apr 11th, 2011



[simonatgt](#) [@RachAllen](#) [@simonatgt](#) no question - sexy products [#CommsChat](#) -8:54 PM Apr 11th, 2011



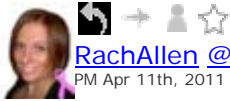
[mynewsdesk\\_uk](#) [@RajenMistry](#) Agreed. Also with [@rachallen](#) Consumer insight & measurement before, during, post [#commschat](#) -8:53 PM Apr 11th, 2011



[simonatgt](#) [@neilcomm](#) you need articulate creatives who can rationally fight their corner [#CommsChat](#) -8:53 PM Apr 11th, 2011



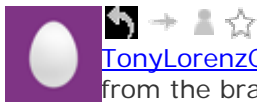
[CommsChat](#) How to avoid alienating stakeholders in the rebrand process? we touched on te internal audience earlier, but how about others [#commschat](#) -8:53 PM Apr 11th, 2011



[RachAllen](#) [@simonatgt](#) I think Apple demonstrate that 'desire' well [#commschat](#) -8:53 PM Apr 11th, 2011



[CommsChat](#) Lets move onto the last question. [#commschat](#) -8:52 PM Apr 11th, 2011



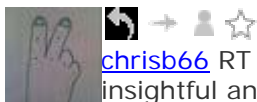
[TonyLorenzCDT](#) [@RajenMistry](#) Totally agree, the creative brief should be distilled from the brand ambition [#CommsChat](#) -8:52 PM Apr 11th, 2011



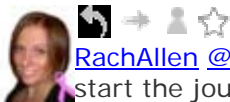
[simonatgt](#) [@RajenMistry](#) we never start a job until the client has signed off the brief at a hi level [#CommsChat](#) -8:52 PM Apr 11th, 2011



[neilcomm](#) [#CommsChat](#) The problem is when strategists think they can drive the creative process. It's what makes creatives want to kill. -8:52 PM Apr 11th, 2011



[chrisb66](#) RT [@RajenMistry](#): [#CommsChat](#) a good starting point has to be an insightful and well thought out creative brief! [#CommsChat](#) -8:52 PM Apr 11th, 2011



[RachAllen](#) [@geriseymour](#) - can you measure pixie dust? I think a clear brief is key to start the journey in the best way [#commschat](#) -8:52 PM Apr 11th, 2011



[caseyleaver](#) RT [@CommsChat](#): Is creative secondary to strategy? How should the creative process be managed? [#commschat](#) -8:51 PM Apr 11th, 2011



[simonatgt](#) [@Geriseymour](#) [@chrisb66](#) great rebrands create 'desire' that's a marriage of both [#CommsChat](#) -8:51 PM Apr 11th, 2011



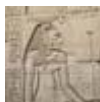
[chrisb66](#) And if you want to manage the creative process properly, hire a decent agency and they'll do it for you [#CommsChat](#) -8:51 PM Apr 11th, 2011



[RajenMistry](#) [#CommsChat](#) a good starting point has to be an insightful and well thought out creative brief! -8:51 PM Apr 11th, 2011



[RachAllen](#) Surely the most important thing is the outcome. Both strategy and creative need measurement and results [#commschat](#) -8:50 PM Apr 11th, 2011



[Geriseymour](#) [@chrisb66](#) With a touch of pixie dust and a dash of inspiration [#commschat](#) -8:50 PM Apr 11th, 2011



[EdwinAgboPR](#) [#commschat](#). Creative definitely comes second to strategy. Strategy decides the creativity budget -8:50 PM Apr 11th, 2011



[simonatgt](#) [@chrisb66](#) Set your targets and metrics at the start of the job and make sure you measure them honestly [#CommsChat](#) -8:50 PM Apr 11th, 2011



[chrisb66](#) The most important thing for strategy and creative are clear and measurable objectives agreed by all [#CommsChat](#) -8:49 PM Apr 11th, 2011



[TonyLorenzCDT](#) Of course, there are strategic designers and creative strategists, it's all ONE [#CommsChat](#) -8:48 PM Apr 11th, 2011



[CommsChat](#) RT [@chrisb66](#): Its like asking if you prefer breathing or eating. Strategy and creative go hand in hand [#commschat](#) -8:48 PM Apr 11th, 2011

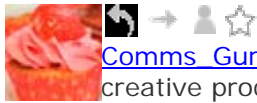


[simonatgt](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) [@CommsChat](#) NICE! [#CommsChat](#) -8:48 PM Apr 11th, 2011



[RachAllen](#) Creative & strategic need to go hand in hand - aka a marriage that

depends & relies on each other to keep strong & on same track [#commschat](#) -8: 48 PM Apr 11th, 2011



[Comms Guru](#) RT [@CommsChat](#): Is creative secondary to strategy? How should the creative process be managed? [#commschat](#) -8: 48 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) RT [@chrisb66](#): [@CommsChat](#) Its like asking if you prefer breathing or eating. Strategy and creative go hand in hand > Exactly [#commschat](#) -8:47 PM Apr 11th, 2011



[simonatgt](#) [@mynewsdesk\\_uk](#) [@CommsChat](#) designers don't have a monopoly on creativity, just expression in pictures [#CommsChat](#) -8:47 PM Apr 11th, 2011



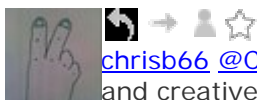
[TonyLorenzCDT](#) [@CommsChat](#) Essentially, the creative is bringing the strategy to life but it is a symbiotic process [#CommsChat](#) -8:47 PM Apr 11th, 2011



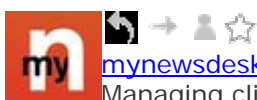
[Geriseymour](#) [@chrisb66](#) Agree! [#commschat](#) -8:47 PM Apr 11th, 2011



[gnosisarts](#) [@jgombita](#) Hi Judy. Our SoMe circles are coming closer and closer together, eh? [#commschat](#) -8:47 PM Apr 11th, 2011



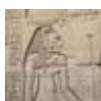
[chrisb66](#) [@CommsChat](#) It's like asking if you prefer breathing or eating. Strategy and creative go hand in hand [#CommsChat](#) -8:47 PM Apr 11th, 2011



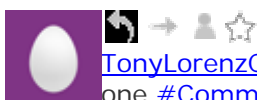
[mynewsdesk\\_uk](#) [@CommsChat](#) There's strategy, there's managing the process. Managing clients can be like herding cats. Creatives too sometimes. [#commschat](#) -8:46 PM Apr 11th, 2011



[simonatgt](#) [@CommsChat](#) creativity is part of strategy - don't limit creativity to pictures! [#CommsChat](#) -8:46 PM Apr 11th, 2011



[Geriseymour](#) [@CommsChat](#) Strategy development is a creative process too. [#commschat](#) -8:46 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@CommsChat](#) Creative and strategy should be totally fluid and one [#CommsChat](#) -8:46 PM Apr 11th, 2011



[simonatgt @CommsChat](#) manage all with discipline - key stages, dates, deliverables should be worked out early, with client and stuck to [#CommsChat](#) -8:46 PM Apr 11th, 2011



[RachAllen @mynewsdesk\\_uk](#) very true - Madonna has refreshed, reinvented and revived her personal brand every decade to keep top of her game [#commschat](#) -8:46 PM Apr 11th, 2011



[CommsChat](#) Is creative secondary to strategy? How should the creative process be managed? [#commschat](#) -8:45 PM Apr 11th, 2011



[TonyLorenzCDT @mynewsdesk\\_uk @RachAllen](#) Also H&M use their core values to make the right calls on who to associate with their brand-very smart [#CommsChat](#) -8:45 PM Apr 11th, 2011



[Geriseymour @CommsChat](#) Only by people who don't actually do it [#commschat](#) -8:45 PM Apr 11th, 2011



[simonatgt @CommsChat](#) Inclusion – get clients REALLY involved (it's there brand), not just choosing solutions [#CommsChat](#) -8:45 PM Apr 11th, 2011



[CommsChat](#) as if it is something that needs managing because it is secondary to strategy [#commschat](#) -8:45 PM Apr 11th, 2011



[RachAllen @neilcomm](#) Hi Neil, good point on Hertz [#commschat](#) -8:45 PM Apr 11th, 2011



[CommsChat](#) Q4 Much is talked about 'managing' the creative process [#commschat](#) -8:44 PM Apr 11th, 2011



[simonatgt @mynewsdesk\\_uk @simonatgt @HelenMoore](#) Few! See Obama for best SM. All media - SM, PR, ads, design should project the strategy [#CommsChat](#) -8:44 PM Apr 11th, 2011



[CommsChat](#) We creative folks & strategists tonight. So I'm going to move onto the next Q, and hopefully set the cat amongst the pigeons. [#commschat](#) -8:44 PM Apr 11th, 2011



[mynewsdesk\\_uk @RachAllen @TonyLorenzCDT](#) Now there's an example of excellent, regular re-branding: Madonna. The woman's a marketing genius. [#commschat](#) -8:43 PM Apr 11th, 2011



[chrisb66](#) Think SM is a good test for a rebrand but sometimes it's better to just lead than wait for the world to solve the issue [#CommsChat](#) -8:43 PM Apr 11th, 2011



[JeremySinger1](#) [@HelenMoore](#) It could be used as a method of crowd sourcing and/or involving their fans in the early dynamics of a rebrand. [#commschat](#) -8:43 PM Apr 11th, 2011



[neilcomm](#) Hi there. Neil from Communicate here. Co-op stood out for me. I thought Hertz breathed new life into a tired identity too. [#CommsChat](#) -8:43 PM Apr 11th, 2011



[simonatgt](#) [@TonyLorenzCDT](#) Physics seems to be having a rebrand moment – Wonders of the Universe, Cern, James Gleick– all suddenly sexy [#CommsChat](#) -8:43 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) [@HelenMoore](#) Social media, not anything dodgy. [#commschat](#) -8:43 PM Apr 11th, 2011



[RachAllen](#) [@TonyLorenzCDT](#) - True but then they also collaborate eg Madonna line for H&M few years back. Smart thinking. [#commschat](#) -8:42 PM Apr 11th, 2011



[jombita](#) [@CommsChat](#) ([@gnosisarts](#)) yes, you would be happy to see an American participate.... ;-) [#commschat](#) -8:42 PM Apr 11th, 2011



[simonatgt](#) [@HelenMoore](#) SM? [#CommsChat](#) -8:42 PM Apr 11th, 2011



[TonyLorenzCDT](#) Also, what make H&M stand out is it essentially created a brand in a lower priced / commodity segment [#CommsChat](#) -8:41 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@RachAllen](#) [@chrisb66](#) Very good example. [#commschat](#) -8:41 PM Apr 11th, 2011



[simonatgt](#) [@CommsChat](#) strap line is genius [#CommsChat](#) -8:41 PM Apr 11th, 2011



[HelenMoore](#) sorry if this had been said (am being a multi-tasking woman) , but how much does/should SM influence branding/rebranding? [#commschat](#) -8:41 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) But there's so many better Olympic logos. And we have such strong creative industries. We could have been awesome. [#commschat](#) -8:41 PM Apr 11th, 2011



[RachAllen](#) > Good example >> [@chrisb66](#) Lucozade – from poorly person's drink to sportspeople's rehydrator # [#commschat](#) -8:41 PM Apr 11th, 2011



[simonatgt](#) [@chrisb66](#) [@simonatgt](#) [@TonyLorenzCDT](#) agrre - fantastic positioning, some lovely adds, need to try in marketing & store design #[CommsChat](#) -8:40 PM Apr 11th, 2011



[chrisb66](#) Lucozade – from poorly person's drink to sportspeople's rehydrator #[CommsChat](#) -8:40 PM Apr 11th, 2011



[JeremySinger1](#) Q4 Other than the Apple, The Conservative Party's Re-brand was quite radical, which helped lead to their evident conclusion! #[commschat](#) -8:40 PM Apr 11th, 2011



[CommsChat](#) The Co-Op won the Grand Prix with their rebrand at last year's Transform Awards. #[commschat](#) -8:39 PM Apr 11th, 2011



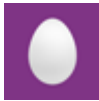
[omobono](#) [digital](#) Interesting keynote from Jobs c. 1997 when he rejoined Apple and their stock was worth \$237 a share less...<http://omob.co/ekTzex> #[Commschat](#) -8:39 PM Apr 11th, 2011



[TonyLorenzCDT](#) And Levis too #[CommsChat](#) -8:39 PM Apr 11th, 2011



[simonatgt](#) [@mynewsdesk\\_uk](#) [@simonatgt](#) at least it's not another running jumping flaming thing #[CommsChat](#) -8:39 PM Apr 11th, 2011



[TonyLorenzCDT](#) Brylcream of course! #[CommsChat](#) -8:39 PM Apr 11th, 2011



[chrisb66](#) [@simonatgt](#) [@TonyLorenzCDT](#) It saddens me that with the Co-ops great positioning it doesn't seem to capture hearts & minds #[CommsChat](#) -8:38 PM Apr 11th, 2011



[gnosisarts](#) [@CommsChat](#) Thanks. #[commschat](#) -8:38 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@simonatgt](#) [@TonyLorenzCDT](#) John Lewis- you beat me to it! #[CommsChat](#) -8:38 PM Apr 11th, 2011



[gnosisarts](#) RT [@chrisb66](#): The only time its worth advertising is when youve done something worth advertising J Bullmore <-- Like that! [#commschat](#) -8:38 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) No. Just ugly. More importantly it blends really badly with anything else. Not good for partner branding. [#commschat](#) -8:38 PM Apr 11th, 2011



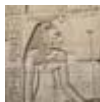
[simonatgt](#) [@TonyLorenzCDT](#) John Lewis and Co-op – my Gran’s shop to everyone’s ethical retailer for everything [#CommsChat](#) -8:37 PM Apr 11th, 2011



[chrisb66](#) IBM's an interesting one – the smarter planet positioning moves it completely from box-shifter to consultancy [#CommsChat](#) -8:37 PM Apr 11th, 2011



[CommsChat](#) [@gnosisarts](#) good to see you here [#commschat](#) -8:37 PM Apr 11th, 2011



[Geriseymour](#) [@CommsChat](#) Skoda, kylie, john travolta [#commschat](#) -8:37 PM Apr 11th, 2011



[TonyLorenzCDT](#) In the fashion world Hennes to H&M has been incredibly successful with the right product [#CommsChat](#) -8:37 PM Apr 11th, 2011



[CommsChat](#) [@gnosisarts](#) evening. If taking part for the 1st time, we recommend u use TweetChat. [tweetchat.com/room/commschat](#) [#commschat](#) -8:37 PM Apr 11th, 2011



[simonatgt](#) [@mynewsdesk\\_uk](#) [@simonatgt](#) it's ugly sexy - the way my wife describes Gordon Ramsay [#CommsChat](#) -8:36 PM Apr 11th, 2011



[TheMediaMktinCo](#) RT [@simonatgt](#): [@CommsChat](#) Pixar – redefined and re positioned animation so adults could buy tickets with pride. [#CommsChat](#) << Good one. -8:36 PM Apr 11th, 2011



[RueArchimede](#) Re-branding is not one-time project. It is a kick off of for a continuous business and cultural journey. [#commschat](#) -8:36 PM Apr 11th, 2011



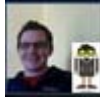
[simonatgt](#) [@chrisb66](#) [@CommsChat](#) A few of them did it - Bearing Point was one, I think [#CommsChat](#) -8:36 PM Apr 11th, 2011



[gnoisarts](#) Hello, joining in for first time at [#commschat](#) -8:36 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) Really? I still hate it. The 2012 logo is an example of ruling by committee. [#commschat](#) -8:35 PM Apr 11th, 2011



[mhandy1](#) [@CommsChat](#) Apple committed to market segment and wasn't afraid to break the box [#commschat](#) -8:35 PM Apr 11th, 2011



[simonatgt](#) [@CommsChat](#) Pixar – redefined and re positioned animation so that adults could buy tickets with pride. Bought by Disney for \$Blns [#CommsChat](#) -8:35 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@mynewsdesk\\_uk](#) [@TonyLorenzCDT](#) Agreed, in fact you're right Milky Way is like our Mars in the US [#CommsChat](#) -8:35 PM Apr 11th, 2011



[LisaEllwood](#) [@JeremySinger1](#) Yes, and Opal Fruits when buying Starburst [#commschat](#) -8:35 PM Apr 11th, 2011



[chrisb66](#) [@CommsChat](#) Yes, PwC I think [#CommsChat](#) -8:35 PM Apr 11th, 2011



[mhandy1](#) [@CommsChat](#) super easy question by far the most successful was Apple [#commschat](#) -8:35 PM Apr 11th, 2011



[chrisb66](#) Sorry for the cliché but Apple has to be one of the most successful. A brand built on excellent product design [#CommsChat](#) -8:34 PM Apr 11th, 2011



[RachAllen](#) Evening all, catching up now [#commschat](#) -8:34 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@TonyLorenzCDT](#) Yes but they're still not the same (to wit: Milky Way UK & Milky Way US) [#commschat](#) -8:34 PM Apr 11th, 2011

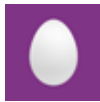


[simonatgt](#) [@CommsChat](#) I don't always like WO's work but always liked Lnd 2012, odd, different, standout, brave (and they stuck it out). [#CommsChat](#) -8:34 PM Apr 11th, 2011



[CommsChat](#) Q4 Which rebrands have had the greatest business impact, and what

can we learn from them? [#commschat](#) -8:34 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@CommsChat](#) The Tesco rebrand in the early 90's has had huge global impact [#CommsChat](#) -8:34 PM Apr 11th, 2011



[CommsChat](#) [@chrisb66](#) thats true. Was Mnday the consulting arm of PWC? [#commschat](#) -8:34 PM Apr 11th, 2011



[simonatgt](#) [@mynewsdesk\\_uk](#) [@simonatgt](#) [@RueArchimede](#) it came about because accountants thought Sarb-Ox would break them up, didn't happened [#CommsChat](#) -8:33 PM Apr 11th, 2011



[CommsChat](#) SO having looked at some failures lets focus on some SUCCESSES [#commschat](#) -8:33 PM Apr 11th, 2011



[chrisb66](#) No, Accenture is the consulting arm of Arthur Andersons [#CommsChat](#) -8:33 PM Apr 11th, 2011



[TheMediaMktinCo](#) Good plan. RT [@commschat](#): 'fore we move on we should get out of systems brands wot we 'ave lost (and miss) to the rebrand process [#commschat](#) -8:32 PM Apr 11th, 2011



[CommsChat](#) Which rebrands have had the greatest business impact, and what can we learn from them? [#commschat](#) -8:32 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@mynewsdesk\\_uk](#) Even though most of the sweet products mentioned are Mars (US owned) [#CommsChat](#) -8:32 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) [@RueArchimede](#) Ah, makes sense. Consultancies do like to get "wacky" occasionally. [#commschat](#) -8:32 PM Apr 11th, 2011



[CommsChat](#) lets move onto the next question [#commschat](#) -8:32 PM Apr 11th, 2011



[louiseallain](#) Me.. Never get used to it ;) MT [@JeremySinger1](#): Q3 How many of us over a certain age still think Marathon when buying Snickers! [#commschat](#) -8:32 PM Apr 11th, 2011

11th, 2011



[simonatgt](#) [@CommsChat](#) [@Geriseymour](#) [@JeremySinger1](#) BL needed to go. VW were making the Golf, BL were making the Alegro (in brown) [#CommsChat](#) -8:32 PM Apr 11th, 2011



[CommsChat](#) [@mynewsdesk\\_uk](#) Monday was the consulting arm of Arthur Anderson [#commschat](#) -8:32 PM Apr 11th, 2011



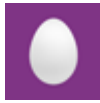
[mynewsdesk\\_uk](#) I feel our non UK chatters may have lost the plot at this point. [#commschat](#) -8:31 PM Apr 11th, 2011



[chrisb66](#) [@mynewsdesk\\_uk](#) [@simonatgt](#) [@RueArchimede](#) Great idea, rebrand Wednesday as Friday then we can have the rest of the week off [#CommsChat](#) -8:31 PM Apr 11th, 2011



[simonatgt](#) [@mynewsdesk\\_uk](#) [@simonatgt](#) [@RueArchimede](#) monday was a very short lived rebrand of a consulting firm, i think (Sarb-ox) [#CommsChat](#) -8:31 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@simonatgt](#) [@TonyLorenzCDT](#) [@Geriseymour](#) The brand culture and reputation should be absolutely central to all the organisation does [#CommsChat](#) -8:31 PM Apr 11th, 2011



[CommsChat](#) [@Geriseymour](#) [@JeremySinger1](#) British Leyland [#commschat](#) -8:30 PM Apr 11th, 2011



[JeremySinger1](#) I used to love Spangles! My childhood years just flashed before me! RT [@simonatgt](#): [@JeremySinger1](#) S-P-A-N-G-L-E-S! [#CommsChat](#) -8:30 PM Apr 11th, 2011



[RueArchimede](#) [@simonatgt](#) Proabaly - (re) - Monday [#CommsChat](#) -8:30 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) [@RueArchimede](#) I'm wracking my brains - what is/was Monday? When did we start rebranding the days of the week? [#commschat](#) -8:30 PM Apr 11th, 2011



[chrisb66](#) Personally love brands that turn negatives into positives – Marmite, Skoda [#CommsChat](#) -8:30 PM Apr 11th, 2011



[TonyLorenzCDT](#) Bring back Opal Fruits! [#CommsChat](#) -8:30 PM Apr 11th, 2011



[Geriseymour](#) [@JeremySinger1](#) i can't think of a single instance where the old name has vanished completely - can anyone? [#commschat](#) -8:29 PM Apr 11th, 2011



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[CommsChat](#) Before we move onto the next Q we should just get out of systems brands wot we 'ave lost (and miss) to the rebrand process [#commschat](#) -8:29 PM Apr 11th, 2011



[simonatgt](#) [@TonyLorenzCDT](#) [@Geriseymour](#) decide what do you want a reputation for and then project it through everything you do [#CommsChat](#) -8:29 PM Apr 11th, 2011



[simonatgt](#) [@RueArchimede](#) I think it was unlucky timing that did for Monday [#CommsChat](#) -8:28 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@simonatgt](#) [@JeremySinger1](#) They just disappeared - didn't even warrant a rebrand. (Can we have a 70s/80s sweets session soon?) [#commschat](#) -8:28 PM Apr 11th, 2011



[Communicatemas](#) or was that "bite after bite" [#commschat](#) -8:28 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@Geriseymour](#) [@TonyLorenzCDT](#) Yes, if there is a disconnect between the values and the brand communication, you will be found out [#CommsChat](#) -8:28 PM Apr 11th, 2011



[chrisb66](#) [@mynewsdesk\\_uk](#) [@JeremySinger1](#) I still pine for Spangles : ( [#CommsChat](#) -8:28 PM Apr 11th, 2011



[Communicatemas](#) [@JeremySinger1](#) I certainly still think marathon. "comes up peanuts, slice after slice" [#commschat](#) -8:28 PM Apr 11th, 2011



[RueArchimede](#) Timing. The right timing is another critical aspect for successful re-brandings. [#commschat](#) -8:28 PM Apr 11th, 2011



[simonatgt](#) [@JeremySinger1](#) S-P-A-N-G-L-E-S! [#CommsChat](#) -8:27 PM Apr 11th, 2011



[chrisb66](#) 'The only time it's worth advertising is when you've done something worth advertising' J Bullmore – works equally to rebrands [#CommsChat](#) -8:27 PM Apr 11th, 2011



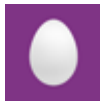
[mynewsdesk\\_uk](#) [@JeremySinger1](#) Surely that's just our bloody mindedness! And frankly Marathon is a better name. As is Opal Fruits. [#commschat](#) -8:27 PM Apr 11th, 2011



[Geriseymour](#) [@TonyLorenzCDT](#) customers will notice if gap between branding and brand values is too ludicrous [#commschat](#) -8:27 PM Apr 11th, 2011



[simonatgt](#) [@RueArchimede](#) BDO had a huge focus on engaging the internal audiences [#CommsChat](#) -8:27 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@simonatgt](#) [@andrewgape](#) [@chrisb66](#) Also assumes everyone associates with the Starbucks visual identity [#CommsChat](#) -8:27 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@jgombita](#) Now you come to mention it... [#commschat](#) -8:26 PM Apr 11th, 2011



[andrewgape](#) [@simonatgt](#) Yeah same here, a coffee shop shouldn't have that much power haha [#commschat](#) -8:26 PM Apr 11th, 2011



[JeremySinger1](#) Q3 How many of us over a certain age still think Marathon when buying a Snickers! It can take years to accept a total re-brand! [#commschat](#) -8:26 PM Apr 11th, 2011



[jgombita](#) [@mynewsdesk\\_uk](#) but there's no "coffee" in the word Starbucks. Yes, expand the options, but mainly expand the market (overseas). [#commschat](#) -8:26 PM Apr 11th, 2011



[RueArchimede](#) Regardless of the cause for the re-branding, internal engagement is at the forefront. [#commschat](#) -8:26 PM Apr 11th, 2011



[simonatgt](#) [@andrewgape](#) [@chrisb66](#) don't get the Starbucks fuss - way too nerdy. [#CommsChat](#) -8:26 PM Apr 11th, 2011



[jgombita](#) [@chrisb66](#) [@mhandy1](#) [@mynewsdesk\\_uk](#) was based on a strategic decision to expand markets. Maybe a visual ID tweak, but quite major. [#commschat](#) -8:25 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@simonatgt](#) [@mhandy1](#) [@CommsChat](#) Of course, the brand idea MUST be founded in truth [#CommsChat](#) -8:25 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) Really? I assumed Starbucks was trying to express they were about "more than coffee" [#commschat](#) -8:25 PM Apr 11th, 2011



[andrewgape](#) [@chrisb66](#) Starbucks has to be an ID tweak [#commschat](#) -8:24 PM Apr 11th, 2011



[RueArchimede](#) Re-branding can be driven by various causes, like, new business direction, new value proposition reputation crisis, etc... [#commschat](#) -8:24 PM Apr 11th, 2011



[mhandy1](#) [@chrisb66](#) I think starbucks was closer to a rebrand than Gap... [#CommsChat](#) -8:24 PM Apr 11th, 2011



[simonatgt](#) [@chrisb66](#) if the sales guy is ashamed of the new brand, it's dead [#CommsChat](#) -8:24 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@chrisb66](#) Chris is correct, you have to go to the very heart of the organisation [#CommsChat](#) -8:24 PM Apr 11th, 2011



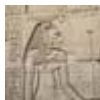
[chrisb66](#) [@jgombita](#) [@mhandy1](#) [@mynewsdesk\\_uk](#) Was Starbucks a rebrand or just a visual ID tweak? [#CommsChat](#) -8:24 PM Apr 11th, 2011



[simonatgt](#) [@mhandy1](#) [@CommsChat](#) Rebrands that seek to veil the truth are suspect – Philip Morris/Altria anyone? [#CommsChat](#) -8:23 PM Apr 11th, 2011



[chrisb66](#) You have to talk the essence of the company rather than try to impose a set of alien values. [#CommsChat](#) -8:23 PM Apr 11th, 2011



[Geriseymour](#) [@CommsChat](#) You can't fight against your core brand values, which are largely constructed by your customers [#commschat](#) -8:23 PM Apr 11th, 2011



[mhandy1](#) [@CommsChat](#) These were primarily logo changes... I think Gap did what they did on purpose... [#commschat](#) -8:23 PM Apr 11th, 2011



[jgombita](#) [@mhandy1](#) [@rob\\_hurst](#) [@mynewsdesk\\_uk](#) you mean when Jobs returned to Apple? [#commschat](#) -8:23 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@simonatgt](#) [@TonyLorenzCDT](#) Yes, totally agree [#CommsChat](#) -8:23 PM

Apr 11th, 2011



[simonatgt](#) [@jgombita](#) [@mhandy1](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) Consignia was crap, Monday – bad timing and lack of understanding, Gap – cold feet [#CommsChat](#) -8:22 PM

Apr 11th, 2011



[mynewsdesk\\_uk](#) [@CommsChat](#) Lack of courage? Or a deliberate marketing ploy? [#commschat](#) -8:22 PM Apr 11th, 2011



[jgombita](#) [@mhandy1](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) what about Starbucks? Reason it took away words was to move into non-English markets. [#commschat](#) -8:22 PM Apr 11th, 2011



[CommsChat](#) Q3 Why have some high-profile rebrands – Consignia, Gap, Monday – failed so spectacularly? [#commschat](#) -8:22 PM Apr 11th, 2011



[bradjennings](#) The best advice I ever got...a brand is what a brand does. Re-brand is therefore doing some new or the same thing, right! [#Commschat](#) -8:22 PM Apr 11th, 2011



[mhandy1](#) [@rob\\_hurst](#) [@mynewsdesk\\_uk](#) Apple when jobs first took over was a rebrand... they are rare [#commschat](#) -8:22 PM Apr 11th, 2011



[TonyLorenzCDT](#) Consumers research said 'don't launch the Sony Walkman'. Sometimes courage and a leap of faith is needed. [#CommsChat](#) -8:22 PM Apr 11th, 2011



[simonatgt](#) [@TonyLorenzCDT](#) Listed to stakeholders but don't follow their lead blindly [#CommsChat](#) -8:22 PM Apr 11th, 2011



[jgombita](#) RT [@mhandy1](#): [@mynewsdesk\\_uk](#) [@chrisb66](#) Gap wasnt a rebrand... it was a freshen up. [#commschat](#) -8:22 PM Apr 11th, 2011



[CommsChat](#) As weve movd to Gap lets move to nxt Q Why have some high-profile rebrands – Consignia, Gap, Monday – failed so spectacularly? [#commschat](#) -8:21 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@mhandy1](#) [@chrisb66](#) True - we have just been debating a new logo is not a rebrand! First example that sprung to mind. [#commschat](#) -8:21 PM Apr 11th,

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[@simonatgt](#) [@simonatgt](#) [@rob\\_hurst](#) [@chrisb66](#) [@CommsChat](#) we spent two years with HSBC communicating/branding a division- internal only [#CommsChat](#) -8:21 PM Apr 11th, 2011



[@chrisb66](#) If you're interested in why consumers can derail rebrands, read this <http://bit.ly/e593mB> [#CommsChat](#) -8:21 PM Apr 11th, 2011



[@TonyLorenzCDT](#) Consumers can generate insight but we as brand experts must extrapolate and read between the lines. [#CommsChat](#) -8:20 PM Apr 11th, 2011



[@mynewsdesk\\_uk](#) [@chrisb66](#) [@mhandy1](#) Touche - just typing about that. Personally, Gap reacted too soon. (And I loved the new logo!) [#commschat](#) -8:20 PM Apr 11th, 2011



[@igombita](#) [@simonatgt](#) [@jyi](#): I don't understand this: engaging employees, who must not be embarrassed by changes to brand (Embarrassed?) [#commschat](#) -8:20 PM Apr 11th, 2011



[@mhandy1](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) Gap wasn't a rebrand... it was a freshen up. [#commschat](#) -8:19 PM Apr 11th, 2011



[@Communicatemag](#) [@chrisb66](#) thats interesting - i think reckitt benckiser has spent a long time getting the internal audience used to RB [#commschat](#) -8:19 PM Apr 11th, 2011



[@mynewsdesk\\_uk](#) [@simonatgt](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) It has an ever increasing number of outlets. Consumers expect conversations. [#commschat](#) -8:19 PM Apr 11th, 2011



[@simonatgt](#) [@rob\\_hurst](#) [@chrisb66](#) [@CommsChat](#) Get hi level endorsement - everything you do will die without it [#CommsChat](#) -8:19 PM Apr 11th, 2011



[@rob\\_hurst](#) RT [@chrisb66](#): Tesco spent seven years getting the Every Little Helps positioning adopted internally before rolling it out to the wider world [#CommsChat](#) -8:19 PM Apr 11th, 2011



[@chrisb66](#) [@mhandy1](#) [@mynewsdesk\\_uk](#) Consumers can also derail rebrands. Look at Gap [#CommsChat](#) -8:19 PM Apr 11th, 2011



[Helen Moore](#) [@chrisb66](#) wow, 7 years - there's not much that I admire about Tesco, but that is really admirable [#commschat](#) -8:19 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@mhandy1](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) Agreed. Though (as per Gap debacle) do we listen too much to the loudest voices? [#commschat](#) -8:19 PM Apr 11th, 2011



[rob\\_hurst](#) Agreed! RT [@chrisb66](#): [@CommsChat](#) By make sure the board are behind the rebrand and aren't just expecting a new logo [#CommsChat](#) -8:18 PM Apr 11th, 2011



[simonatgt](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) does consumer voice really get louder - Google and Apple are near monopolies? [#CommsChat](#) -8:18 PM Apr 11th, 2011



[TonyLorenzCDT](#) Truth to tell, rebranding can be misleading. [#CommsChat](#) -8:18 PM Apr 11th, 2011



[chrisb66](#) Tesco spent seven years getting the Every Little Helps positioning adopted internally before rolling it out to the wider world [#CommsChat](#) -8:18 PM Apr 11th, 2011



[mhandy1](#) [@mynewsdesk\\_uk](#) [@chrisb66](#) consumers already direct the success of rebranding efforts.. we are in the Relationship concept now [#commschat](#) -8:17 PM Apr 11th, 2011



[CommsChat](#) RT [@RueArchimede](#): Re-branding is not about changing a logo, it's a cultural change. [#commschat](#) -8:17 PM Apr 11th, 2011



[simonatgt](#) [@Geriseymour](#) [@CommsChat](#) agree! – forget about branding (nobody understands what it means) think 'reputation' [#CommsChat](#) -8:17 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@chrisb66](#) Now that's an interesting point. As the consumer voice gets louder, who will drive the future rebrands? [#commschat](#) -8:17 PM Apr 11th, 2011



[RueArchimede](#) Re-branding is not about changing a logo, it's a cultural change. [#commschat](#) -8:16 PM Apr 11th, 2011

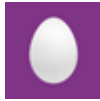


[mhandy1](#) [@simonatgt](#) [@bradjennings](#) if its not the authentic direction of the company then the rebrand will fail. Must buy in! [#commschat](#) -8:16 PM Apr 11th, 2011

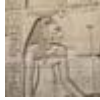


[jgombita @jyi](#) the topic underway is the "rebranding" of companies. I asked how it differed from branding exercise (or change management) [#commschat](#) -8:16 PM Apr 11th, 2011

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[TonyLorenzCDT](#) Totally agree with Chris. In BRACs case we spent several months with the board on a new strategy. [#CommsChat](#) -8:16 PM Apr 11th, 2011



[Geriseymour @CommsChat](#) I think that's too much weight to put on on a brand, which imo is a projection [#commschat](#) -8:16 PM Apr 11th, 2011



[simonatgt @jgombita @jyi](#) a lot of this is about engaging employees, who must not be embarrassed by changes to brand [#CommsChat](#) -8:16 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) RT [@chrisb66](#): [@CommsChat](#) By making sure the board are behind the rebrand and aren't just expecting a new logo [#commschat](#) -8:16 PM Apr 11th, 2011



[chrisb66 @CommsChat](#) By making sure the board are behind the rebrand and aren't just expecting a new logo [#CommsChat](#) -8:15 PM Apr 11th, 2011



[CommsChat](#) Q2 How can a rebrand go beyond mere cosmetic change and be central to corporate strategy [#commschat](#) -8:14 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) RT [@mhandy1](#): [@CommsChat](#) The new brand must be an authentic representation of the corporate culture [#commschat](#) -8:14 PM Apr 11th, 2011



[jgombita @jyi](#) I know a lot of communication people whose jobs focus on change management (international bank mergers, etc.) [#commschat](#) -8:14 PM Apr 11th, 2011



[simonatgt @bradjennings](#) Design, PR and comms must all serve to project the strategy [#CommsChat](#) -8:14 PM Apr 11th, 2011



[TonyLorenzCDT](#) The foundation is a visionary brand strategy [#CommsChat](#) -8:14 PM Apr 11th, 2011



[mhandy1 @CommsChat](#) The new brand must be an authentic representation of the corporate culture [#commschat](#) -8:14 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) By being more than a name change. It needs to align to business strategy. [#commschat](#) -8:14 PM Apr 11th, 2011



[chrisb66](#) Strong brands are built from a strong core principal. Take IKEA – brand going since 40s. Comms change but principal remains same [#CommsChat](#) -8:14 PM Apr 11th, 2011



[jgombita](#) [@TonyLorenzCDT](#) I can see that there would be a lot of cultural/communication (change mngmnt) challenges for BRAC. But rebranding? [#commschat](#) -8:13 PM Apr 11th, 2011



[JeremySinger1](#) BP changed it's brand name in the US following the Oil spill disaster as the Americans were boycotting them during the clean up! [#commschat](#) -8:13 PM Apr 11th, 2011



[bradjennings](#) Does a brand truly change or is it simply the projected image that rebrands? [#Commschat](#) -8:13 PM Apr 11th, 2011



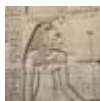
[CommsChat](#) How can a rebrand go beyond mere cosmetic change and be central to corporate strategy [#commschat](#) -8:13 PM Apr 11th, 2011



[CommsChat](#) lets stay with a similar theme to [@jgombita](#) issues of change management and move to Q2 [#commschat](#) -8:13 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) [@chrisb66](#) [@simonatgt](#) Agree. If your product's weak, no amount of rebranding will help . [#commschat](#) -8:13 PM Apr 11th, 2011



[Geriseymour](#) [@chrisb66](#) Yes, i agree, otherwise expensive lipstick on gorilla [#commschat](#) -8:12 PM Apr 11th, 2011



[simonatgt](#) Geriseymour's right too - ego's have a lot to do with decisions [#CommsChat](#) -8:12 PM Apr 11th, 2011



[chrisb66](#) [@Geriseymour](#) [@chrisb66](#) Agreed! [#CommsChat](#) -8:12 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@jgombita](#) [@TonyLorenzCDT](#) BRAC was focused purely on Bangladesh. Within 6 yrs it was in 10 countries, no overarching vision [#CommsChat](#) -8:12 PM Apr 11th, 2011



[Geriseymour @chrisb66](#) Or frequently when a new marketing director wants to put their stamp on things [#commschat](#) -8:11 PM Apr 11th, 2011



[chrisb66 @simonatgt](#) Think rejuvenation needs to happen within the product/service before it's reflected in the brand [#CommsChat](#) -8:11 PM Apr 11th, 2011



[simonatgt](#) Chris is right - Things have to change in order to remain the same (The Leopard) [#CommsChat](#) -8:11 PM Apr 11th, 2011



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[mynewsdesk\\_uk @TonyLorenzCDT](#) All that equity adds to the fun of a rebrand, even if you're essentially starting from scratch in most places. [#commschat](#) -8:11 PM Apr 11th, 2011



[igombita @TonyLorenzCDT @CommsChat](#) sounds more like amalgamation (change management) than "rebranding." The Contrarian [#commschat](#) -8:10 PM Apr 11th, 2011



[simonatgt](#) reasons to - merger/acquisition, expansions (cultural or product/service), change of mission/sector, rejuvenation, legislation, [#CommsChat](#) -8:10 PM Apr 11th, 2011



[chrisb66](#) Rebrands happen when the company changes but often need to happen when the customer/market changes [#CommsChat](#) -8:10 PM Apr 11th, 2011



[CommsChat](#) RT [@mynewsdesk\\_uk](#): Challenge of going global is youre unknown. Did BRAC consider dropping the acronym?[#commschat](#) -8:09 PM Apr 11th, 2011



[TonyLorenzCDT @mynewsdesk\\_uk](#) The BRAC acronym had 30 years invested Brand equity so we kept it [#CommsChat](#) -8:09 PM Apr 11th, 2011



[omobono\\_digital](#) If you're not already, be sure to keep up with tonight's [#Commschat](#) featuring input from our very own[@chrisb66](#) -8:09 PM Apr 11th, 2011



[simonatgt](#) change management normally focusses on processes/methodologies, branding is about reputations[#commschat](#) -8:08 PM Apr 11th, 2011



[TonyLorenzCDT @TonyLorenzCDT @CommsChat](#) rebrand is repositioning the existing e.g Tesco [#CommsChat](#) -8:08 PM Apr 11th, 2011



[mynewsdesk\\_uk](#) Challenge of going global is you're unknown. Did BRAC consider dropping the acronym? [#commschat](#) -8:08 PM Apr 11th, 2011



[chrisb66](#) Tony's right – creating brand starts with clean slate. Rebrands have all the politics and dynamics of existing co to deal with [#CommsChat](#) -8:08 PM Apr 11th, 2011



[jgombita](#) [@chrisb66](#) is that different from change management? [#commschat](#) -8:07 PM Apr 11th, 2011



[simonatgt](#) process subtly differs - BDO had a long history - existing stakeholders needed taking with us [#commschat](#) -8:07 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@CommsChat](#) [@jgombita](#) at least 10 versions of the brand id, no global strategy [#CommsChat](#) -8:07 PM Apr 11th, 2011



[jgombita](#) [@CommsChat](#) think so. Branding effort is a process of discovery; rebranding is more like "corrections" of perception vs. reality. [#commschat](#) -8:07 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@CommsChat](#) In BRACs case it was quite simple. 30 years in 1 country, 6 yrs later in 10 countries- [#CommsChat](#) -8:06 PM Apr 11th, 2011



[simonatgt](#) yup - we're not inventing, we're reinventing, improving, updating, refocussing [#commschat](#) -8:05 PM Apr 11th, 2011



[CommsChat](#) [@simonatgt](#) [@jgombita](#) but s the process different? [#commschat](#) -8:05 PM Apr 11th, 2011



[CommsChat](#) Simon, is a rebrand different from brand creation? [#commschat](#) -8:04 PM Apr 11th, 2011



[chrisb66](#) Talked to a number of clients recently who want rebrand following a period of acquisition [#CommsChat](#) -8:04 PM Apr 11th, 2011



[simonatgt](#) rebrand refers to an update or change to something already there [#commschat](#) -8:04 PM Apr 11th, 2011



[CommsChat](#) RT [@jgombita](#): [@CommsChat](#) what do you mean by "rebrand?" how is it different than simply branding an orgn for the first time? [#commschat](#) -8:04 PM Apr 11th, 2011

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[jgombita](#) [@CommsChat](#) what do you mean by "rebrand?" i.e., how is it different than simply branding an organization for the first time? [#commschat](#) -8:03 PM Apr 11th, 2011

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[CommsChat](#) whats the key sign that your brand needs updating? Is anyone thinking of rebranding now, and what made them think that? [#commschat](#) -8:03 PM Apr 11th, 2011



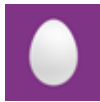
[simonatgt](#) BDO the accountants, not the British Darts Association. Call Jim Bowen! [#commschat](#) -8:03 PM Apr 11th, 2011



[chrisb66](#) Evening everyone [#CommsChat](#) -8:02 PM Apr 11th, 2011



[CommsChat](#) So let's kick off with the first subject for discussion. Taking the leap – knowing when and why to update the brand? [#commschat](#) -8:02 PM Apr 11th, 2011



[TonyLorenzCDT](#) [@CommsChat](#) Hi everyone [#CommsChat](#) -8:01 PM Apr 11th, 2011



[CommsChat](#) Simon worked on the big global rebrand from ,BDO Tony on the charity BRAC, and Chris on the digital rebrand of Ocean Sky [#commschat](#) -8:01 PM Apr 11th, 2011



[CommsChat](#) All were prize-winners in last Thursday's Transform Awards. It doesn't matter if you weren't there – its the subject that counts [#commschat](#) -8:01 PM Apr 11th, 2011

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[CommsChat](#) Tony Lorenz - strategic development director from CDT Design and Chris Butterworth - creative director from Omobono [#commschat](#) -8:00 PM Apr 11th, 2011



[CommsChat](#) A big welcome to this weeks co-moderators - Simon Case - creative director from Greentarget [#commschat](#) -8:00 PM Apr 11th, 2011



[CommsChat](#) This week, following last weeks Transform Awards, we're focusing on rebranding How much of an impact can a rebrand have? [#commschat](#) -8:00 PM Apr 11th,

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[CommsChat](#) It's 8pm Welcome to this weeks CommsChat. My name is Andrew Thomas, and I'm publisher of Communicate magazine [#commschat](#) -8:00 PM Apr 11th, 2011