

HOW TO...

HOW TO... SELL A REBRAND

A REBRAND IS A CHANCE TO RE-INSPIRE YOUR CUSTOMERS

MICHELLE MYRON,
INTERNATIONAL PAPER

The great thing about selling a brand is that there are so many positives to talk about, and so few 'cons'. And with a rebrand, it's the same.

First off, any rebrand is a real door-opener or conversation starter, giving you something to talk about. It would be a bit of a funny rebrand if it wasn't bang-up-to-date, so if you're talking to your customer you can maybe mention that the rebrand you are talking about features modern packaging, making it attractive for your customer to use, but also giving your customer an extra smart look when they are using the product with their own customers – which is certainly often the case when it comes to using paper. Using the latest look will give your customers (and your customer's customers) extra credence in their market place.

A rebrand also allows a sales team to approach new customers and therefore generate more sales, and can enable a sales person to re-approach customers who maybe weren't so keen on the old branding.

Another point about selling a brand – or a rebrand – is that it allows you to maintain prices, as you are selling a brand instead of basing sales solely on pricing. With a rebranding you could even allow try charging slightly more, due to the increased differentiation it can give, therefore generating you and your company more profit, which can't be bad!

If a rebrand is to be successful, it ought to have a uniqueness and freshness, which



can motivate buyers into trying something different. As there is often a surge of marketing investment around a rebrand, this may be something to 'hitch a ride on' and use the new materials to make those much wanted additional sales.

And don't forget, a rebrand is not always just a wrapper change – it can often mean product enhancement too, perhaps to realign with developments in the market to which the product pertains.

In our case, we think the rebrand of the Duo range from International Paper shows us as a leader, not a follower, the ream wrapper and box all have a humorous element and stocking the brand reflects positively on our customers. ■

TOP RE-BRANDING TIPS

>> 1. USE A REBRAND TO OVERCOME ANY BIAS TO THE OLD BRAND.

>> 2. USE ALL THE PROS (LISTED IN THE MAIN TEXT) TO OVERCOME ANY BIAS AGAINST THE NEW BRAND AS SOME CUSTOMERS ARE SIMPLY NOT COMFORTABLE WITH CHANGE.

>> 3. PLAN YOUR COMMUNICATIONS WELL TO ENSURE CUSTOMERS DON'T THINK YOU'VE CHANGED THEM ONTO ANOTHER LINE. IT SHOULD BE MADE CLEAR THAT THE BRAND VALUES REMAIN IN TACT - THAT SERVICE, QUALITY AND RUNNABILITY ARE ALL IMPROVED.

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laser printers and
makes your reports
and manuals insta
business. duo las
but be aware, it's
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premium document

paper for
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etc for buying or
insure you check
thank you.

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duo