

# Corporate Brand Matrix

Case name:

Year of rebranding:

Consultant/designer:

## STRUCTURAL drivers

To accommodate structural change

<b>MERGER &amp; ACQUISITION</b>	merger of equals; best of both
	transformed survivor brand
	new vision, forget the past
<b>SPINOUT</b>	preserve existing equity
	express a new vision

## STRATEGIC drivers

To effect strategic repositioning

<b>CHANGE DIRECTION</b>	redefine industry / core competence
<b>BROADEN SCOPE / SCALE / VISIBILITY</b>	remove limiting category association
	remove limiting geographic association
	enhance size perception
	elevate public profile
<b>NARROW THE SCOPE</b>	express a more specific focus
<b>CHANGE INTERNAL CULTURE</b>	enhance pride & confidence
	refresh & redirect competitive energy
	transfer affiliation from unit to parent
<b>CHANGE EXPRESSED PERSONALITY</b>	renew / refresh public image
<b>CHANGE PERCEIVED COMPOSITION</b>	redefine the defining units
	modify parental 'umbrella' presence

## FUNCTIONAL drivers

To improve branding functionality

<b>NAME WEAKNESS</b>	increase name impact & recall
<b>NAME CONFUSION</b>	increase name differentiation
<b>DESIGN WEAKNESS</b>	increase visual strength / quality
<b>ADVERTISING BREAKTHROUGH</b>	incorporate the advertising element
<b>LEGAL REQUIREMENT</b>	retain or transfer brand equities

## IDENTIFIER TACTICS

name change				logo change	
borrowed words	created words	abbreviations	brand	wordmark-dominant	symbol-dominant

## IDENTITY SYSTEM ELEMENTS

visual system			verbal elements			unit signature system				
typography	graphic devices	palette	formal / legal names	principal unit names / competence	tag lines	affiliation descriptions	monolithic	visual endorsement	verbal or no endorsement	mixed

## SITUATION FACTORS

Corporate level factors											Subcorporate factors		
industry definition	nationality & geography	size	ownership	management	HQ location	competitors	history	architecture	employee behaviour	competence list	defining units	subsidiaries	brands & products

## CHANGE EVENT

low visibility	medium visibility	high visibility
----------------	-------------------	-----------------

% importance totals 100









