

THE TOP 10 REASONS WHY B2Bs EVALUATE (OR RE-EVALUATE) THEIR BRANDS

1

No Emotion: Marketing messaging is not connecting with audiences on an emotional level.

2

Change: Shifts in offerings, or expansion in resources or size, require a rethinking of brand image.

3

Commoditization: Organization is routinely competing on price alone to win businesses.

4

Competition: Intense competition has elevated the need to differentiate.

5

New leadership: New leadership with a new vision and direction for the organization.

6

Merger or Acquisition: New structure and offerings require a new image and positioning.

7

Key Milestone: Company has just celebrated a key anniversary (10, 25, 30 or 50 years).

8

No Awareness: Despite being a stable company, leadership feels it is still a relative unknown to many viable prospects; or the brand is expanding to new markets or audiences.

9

Misunderstood: Customers don't recognize or respect all that the brand can do, or the full value it provides.

10

Dated: Brand and marketing materials look old or "last-decade" and are not in line with contemporary best practices.