



ARE & BE

Rebrand FAQs

In this document, we compile and answer the most commonly asked rebrand questions we receive from digital health and technology companies.

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& Be**

For the digital health and business technology industries, rebranding is frequently pigeonholed as an ornamental task. After all, when you're busy creating solutions that transform everyday experiences and change lives, colours, fonts, and words seem arbitrary.

Rebranding, however, entails much more. And it's one of the most crucial things digital health and technology businesses can do to combat negative perceptions of ineffectiveness and a lack of customer confidence.

So, in this document, we'll clarify the benefits of rebranding by answering the four most frequently asked questions we receive about rebranding.

We hope you find them insightful!

1. "Why should I rebrand?"

There are many reasons to rebrand, and it's not just about a shiny logo, tagline, or website.

Here are some of the tangible benefits you could see from rebranding:

- To be able to revisit and update your brand foundations, enabling you to make clearer decisions on the direction of your business going forward
- Learn how to connect and serve your customers better now that you understand their needs much better and improve your authentic brand experience

88% of consumers say that authenticity is a key factor when deciding what brands they like and support [1]

- Articulate what you do, how you do it, and why it matters, with absolute clarity and stay ahead of the competition
- Foster a company culture aligned with your purpose that drives innovation forward, attracts the talent you need, and keeps your employees happy

A study conducted by LinkedIn in 2020 found that a strong employer brand reduces employee turnover by 28% and cost per hire by 50% [2]

2. "How do I know when it's time to rebrand?"

Knowing when, requires you to have a finger on the pulse of your company and understand where you are now, and where you want to be.

Below are some signs that it may be time to rebrand...

Do any of them resonate with your current position?

- Your brand does not reflect where your company is right now (whether it's your products, services, or culture)
- Your brand doesn't reflect who you are as an organisation and therefore doesn't resonate with your customers
- Your branding doesn't align with or express your mission or values anymore
- Your company isn't growing internally, and you don't have a strong culture established

3. "What does the rebrand process look like?"

A rebrand could take a few forms depending on what you answered above.

We like to divide a rebrand into three different territories to make it clear. Although it's imperative to remember that these three areas are not mutually exclusive and a rebrand should ultimately always be a custom-fit!

Brand reposition:

Brand repositioning is the process of changing how customers and partners perceive your company; it involves rethinking why you exist, who you exist for, and how you will communicate what you do differently.

To adapt to new changes and accommodate future growth, companies often reposition their brand when expanding markets, adding products, or moving out of their sector.

The repositioning of a brand focuses on carefully crafted brand strategy and takes into consideration both customer and employee associations.

Brand refresh:

Your brand may benefit from a brand refresh if it appears stale; a change in colour palette, font, or logo, as well as alterations to your current design, can help to rejuvenate your brand's image.

When your brand is refreshed, your "why" remains the same, but it is now bolstered by improved assets, visual and verbal identity, and fresh ideas.

Brand rebuild:

A brand rebuild is about reviewing everything previously mentioned (assets and positioning), in addition to making fundamental and strategic changes.

Sometimes a rebuild can include scaling back to the roots of a company. Examining the original values and working on restructuring the elements to match the original purpose and vision.

4. “Who is best to help me rebrand?”

So, if you’re asking this question, you’ve hopefully recognised the need to rebrand.

Now the next challenge is to find the right person to help you achieve your vision.

With options ranging from an independent brand consultant, freelance brand designer to a brand agency, the choice is yours. It all depends on the time and resources you must contribute and if you want everything done for you rather than managing multiple experts.

The most important qualities to look for in your future agency:

- Strong examples of their work and results through case studies and testimonials
- A holistic approach that to brand (Those that look at the bigger picture and consider strategy, will help you go beyond your visual impact)
- Experience working with and understanding the unique challenges of your industry

Ultimately, though, the most relevant type of agency to consider when rebranding, is the one you feel most comfortable collaborating with.

Because even the most beautifully imaginative design or clear and considered strategy cannot compensate for a breakdown in communication.

Sources:

[1] <https://www.eclipsegroup.co.uk/the-power-of-user-generated-content/#:~:text=In%20the%20report%2C%20Stackla%20found,experiences%20to%20customers%20like%20them.>

[2] <https://www.careerarc.com/blog/how-to-build-employer-brand-reduce-cost-per-hire/>

Could you develop more trust in your brand?

Whether it's big or small changes - there's always something you can do to ensure your brand inspires trust and builds meaningful relationships.

FREE BRAND TRUST REVIEW CALL

We can help you look at things from a different perspective, consider alternative solutions, and work out an approach together – saving you time and hassle. Either way, you'll come away with useful ideas.

[BOOK A CALL](#)

WHO WE ARE

Are & Be is a brand agency based in Cambridge, UK, that partners with digital health and technology companies to build market-leading brands that enable life-changing ideas to gain wider adoption.



Brand Strategy
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