

WEBINAR

Brand Shelf Lives



How to update your brand without forsaking your history

In case you forgot to take notes...

Your brand = Your first impression + your experience

Reflection

- When did we last update our branding, and what drove that decision?
- How have we shifted/changed?
- Has our audience shifted? Should it?
- Who are our key stakeholders? Get them in the room.
- What can you confidently promise customers that you actually deliver?
- Does our bark match our bite? / Does our brand match our experience?
- Do we resonate with our employees and audience?
- Does our brand feel one note?

Go-to-market

- It takes 7-12 meaningful impressions for your audience to break old associations and learn new ones.
- **Hot Tip:** Don't mix your liquor or your message...
- Develop a 12-month brand awareness campaign

Choose your own adventure

- Find a good partner (hint hint, it's us!)
- [Start a Brand perception study](#)
- [Schedule a brand audit or marketing review](#)
- [Sign up for a brand architecture](#)

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