38 Frequently Asked Questions (FAQs) about Rebranding

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GENERAL

Why are we launching a new brand?
[Message]

When exactly are we launching – is there a date?
The launch date for the new brand is [Date]. Launching our new brand into the market at the [end/beginning] of the financial year makes good business sense – [reason].

What are the other dates relevant to the rebrand?
[Date] – [Explanation]
[Date] – [Explanation]
[Date] – [Explanation]

Why have we made these changes to our name and in our brand look?

What will change as a result of the new brand?
We will announce a new name and accompanying visual identity including a new logo and company positioning statements. It will change the way that we present ourselves and what we stand for - including updated brand values that we will be sharing with you soon. You’ll get clear guidance about what physically needs to change (email address and signature, office badges, signage, etc.) as we get closer to the launch date.

Has the name been decided?
Yes. The name is set and full legal clearance has been achieved.

How did we select the new name?
Over the last few years we have been assessing the strengths in our heritage, the opportunities in our future and how we measure up against the competition. Our new identity clearly speaks to our areas of differentiation and is a defendable position against the competition.

Will we know the name prior to the launch?
To ensure our launch has maximum impact, we will reveal the name and visual identity on [date].

What if I need to know the name?
We only get one opportunity to unveil a new identity, and we need to speak uniformly to the market – and there is great power in the reveal. Therefore, only a small team that has a clear business requirement to know the name has been defined according the needs of the rebranding program and is tightly controlled. If you think you should be part of this group – please email [rebrand email address] with your business justification.
Will the name include [Company Name]?
We are very proud of our [Company Name] heritage and appreciative of the strength of the name. However, it is now time to launch and build brand equity in our own brand.

If I am contacted directly by an external party regarding rebrand plans – what should I do?
As we get closer to the rebrand timeframe, we expect the level of interest to increase and colleagues may be contacted for information. It is important that these inquiries are handled in a controlled consistent manner. Do not proactively approach contacts with our rebrand plans – this will lead to increased speculation.

If you are approached please use the REACTIVE statement below.
“[Quote]”

If you are contacted by any press or analyst / consultant, please direct all inquiries to:
[Name & Contact Details]
[Name & Contact Details]

How are we going to inform our customers and partners?
We are deploying a “soft-launch” implementation strategy with limited corporate materials initially transitioning to reflect the new identity. The new brand appeared to external audiences on [Date] with temporary banners/signage along with a web conference and press release broadcasted from [Location]. OR
We have a great opportunity to engage and excite our customers and partners about the launch. We are taking into consideration any contractual obligations and working to ensure we have the right contact details. Selected customers and partners will receive a personal briefing and others will be part of a coordinated outreach. Each affiliate is working on identifying the right contact strategy.

Where can I go to get the most up to date rebrand information?
You are an important brand ambassador and we will provide a steady stream of information and ask for your views and feedback.

The central source of information for employees is hosted on [location]. On these pages you will find key contacts, updated FAQs, the latest news and also a forum where you can engage, have conversations and raise issues. In addition, an email box has also being created to provide you a place to have any additional brand inquiries addressed. Email inquiries to [rebrand email address].

Does our ownership structure change?
[Yes/No], the rebranding [does/does not] affect our ownership structure, which [will change/remains unchanged].
Does this branding change also mean a change in our business strategy?

(Yes/No), the overall business strategy of the company (will/will not) change.

PROJECT STRUCTURE

Who is working on the rebrand project?

The rebrand project is lead by [team] under the leadership of [name(s) & title(s)]. The project team includes [list names & titles]. Representatives from all affiliates and functional areas of the company are engaged in the project to manage the brand transition. The team is supported by several brand consultancies and agencies assisting in the areas of new brand design, brand implementation and management, new content generation and translation.

The 8 Functional Workgroups are:
- Human Resources
- IT / Telecom
- Facilities
- Etc.

Whom do I contact with rebrand-specific questions or requests?

You may contact [rebrand email address] or [name & contact information]. We will respond to your questions as quickly as possible.

PROJECT SCOPE

How quickly will we change everything to the new brand?

Activities related to transitioning branded assets (e.g. exterior signage, environment branding, vehicle decals, work wear, business forms and stationery) will be phased in based on priorities established by [Team]. Physical changes will begin as soon as practical and will continue for several months.

Launch of the brand will be a “soft launch,” meaning that we will not convert all of our branded assets to the new brand identity at the same time. We will prioritize implementation through product launches and initiatives that are already planned and budgeted.

What must be rebranded?

All physical and digital assets such as signs, stationery, documentation, applications, websites, etc. must be rebranded.

When must assets be rebranded?

All physical and digital assets must be rebranded by [Date] with the following exceptions:

Exception 1
Exception 2

Are all countries changing to the new logo at the same time? If not, why?

{Yes,No} all countries are changing to the new branding system {because}

What should I do with existing branded assets?

All branded assets (e.g., collateral, stationery, business cards, badges, office décor, etc.) must be discarded by [date]. Personal items with the old logo may be kept but should be removed from our offices in order to facilitate a consistent brand experience when the new identity is launched.

How can I confirm that my assets and activities are covered in scope and budget?

The [Team] will be working to transition branded assets to the identity at your site. These would include – exterior signage, interior environment branding, vehicle decals, work wear, business forms and stationery. Please be patient with us, as we are taking a phased approach to facility branding based on priorities being established by members of the larger integration team. Physical changes will begin as soon as practical and will continue for several months.

For additional information please contact [rebrand email address] or your Marketing & Communications contact.

What will these re-branding efforts cost?

A corporate budget has been established to provide funding for items such as exterior signage, environment branding, vehicle decals, work wear, business forms and stationery. Further details of the cost control process will be provided as available. Wherever possible, operational budgets should be fully utilized to cover costs of any items that would normally be replace or replenished in the regular course of business.

Priority should be given to procuring replacement branded items with approved items sourced through approved Caterpillar suppliers only. The integration team is leading this effort and is connecting the right suppliers with the right contacts.

OPERATIONAL

When will I get my business cards?

The [Team] is working with a contact that has been identified at each site to assist with this brand transition. We are asking those site contacts to do the data gathering for those that will need business cards urgently. Our priority focus is with employees that have an external facing role. Once the contact information is gathered and returned to the integration team our supplier will create proofs, review and approval will occur, and printing will take place. The plan is to deliver business cards to employees during the brand transition period of [Date] to [Date]. More detailed information will be available by [date].
For additional information please contact [rebrand email address] or your Marketing & Communications contact.

**When will I receive my new ID badge?**

All badges should be replaced in the brand transition period of [Date] to [Date]. In some cases, employees will receive new badges on the Launch day. In others, employees may be asked to visit the building Facilities office to get the new badge. You will receive more information from your local implementation teams.

For additional information please contact [rebrand email address] or your Marketing representative.

**Will corporate credit cards be re-branded?**

[Provider] will issue new corporate credit cards in the new brand to all employees who currently carry the corporate credit card.

**Will we be getting new work wear?**

The [Team] is working with site contacts to gather the data required to replace existing uniforms. This process is being worked based on priority set by team members of the [Team]. You may continue to use your current uniforms until you are contacted by the [Team] with specific instructions regarding the implementation of the new uniform program at your facility.

For additional information please contact [rebrand email address] or your Marketing & Communications contact.

**When will we be getting stationery?**

The [Team] is working with a contact that has been identified at each site to assist with this brand transition. We are asking those site contacts to do the data gathering for which types of stationery and what the quantity needs are their facility. Once that information is returned to the team we will work with our approved supplier to proof, print, and ship those needed stationery materials. Rebrand implementation teams may arrange delivery of stationery around the Launch day in which case confidentiality of materials must be the priority! Materials must be stored in a secure place and distributed the evening before Launch day or during the Launch day.

In the meantime please continue to use what you have on hand and limit the amount of orders in the current brand. Please do not try to create your own branded stationery, as it must be produced by our approved supplier.

For additional information please contact [rebrand email address] or your Marketing & Communications contact.
**When will signs be replaced?**

The [Team] is working with a site contact to gather the data required to replace exterior and interior signs. This process is being worked based on priority set by members of the [Team]. This process is expected to take several weeks before signs are installed at your location. It is also possible that selected signs may be removed in advance of new installations while others may be ‘neutralized’ i.e., remove or cover a logo. Recommendations will be presented to site contacts for review and approval at each location.

For additional information please contact [rebrand email address] or your Marketing & Communications contact.

**What should be done about the branding of our corporate vehicles?**

The [Team] is working with a contact that has been identified at each site to assist with this brand transition. They are currently gather data on how many vehicles reside at each location and the purpose of those vehicles so the team can assess what corporate identity branding needs to be applied to each vehicle. For the immediate future it is appropriate to utilize the vehicles with their current branding. Please do not try to source branded vehicle decals locally, as they must be produced by our approved suppliers.

For additional information please contact [rebrand email address] or your Marketing & Communications contact.

**When will my e-mail address change?**

IT will activate @newco.com e-mail addresses during the brand transition period of [Date] to [Date]. More detailed information will be available prior to Launch.

**When will the corporate website and Intranet change?**

The websites and Intranet pages will change on the brand Launch day [Date]. The majority of digital platforms will also change during the brand transition period of [Date] to [Date]. For more information about a specific platform (e.g., [Examples]), please contact [rebrand email address].

**What will I have to do on brand Launch day?**

In addition to joining the brand celebrations, employees will have several opportunities to engage in the new brand starting on [Date]. Select digital systems and activities such as updating e-mail signatures will require participation from our employees. A list of Launch Day activities will be provided in the brand engagement communication.

**BRAND APPLICATION**

**Where can I obtain brand guidelines?**

An online [Location] containing brand guidelines and templates will be available to the [Team] starting [Date] and to all employees and partner organizations after brand launch. In the meantime, requests for brand
guidelines and source files should be submitted to [rebrand email address].

The new name and logo will not be distributed prior to Launch unless there is clear justification that a rebrand activity cannot be completed without it (e.g., to test IT systems, websites). For all other cases, we will provide a placeholder name in the new identity, which may be used in place of the new logo.

**Who can approve the look and feel of the new brand?**
The [Team] has been established to confirm proper application of the new brand across all asset categories. A step-by-step process is outlined in the [Location].

**When are the new corporate fonts going to be available to employees?**
From [Date] there will be an opportunity to download the new corporate fonts from [Location].

**Where can I locate our new logo?**
[Location].
WE DON’T MAKE BRANDS. WE MAKE BRAND CHANGE HAPPEN.

BrandActive is the global leader in the financial analysis, strategy and logistics of rebranding implementation for organizations undergoing a brand identity change due to a rebranding program, an acquisition, merger, split, or spin-off.

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