

BRAND ROLLOUT CHECKLIST

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KEY AUDIENCES

INTERNAL

Your employees are the most important brand ambassadors for your company, and their excitement and positive attitude will be instrumental in making the rebrand a highly positive experience for external audiences.

- + Leadership
- + Marketing
- + Business development and other client-facing teams
- + HR and recruitment
- + Internal brand champions
- + All employees
- + New employees

EXTERNAL

Relaunching a brand provides an enormous opportunity to reconnect with your audiences – including past and current clients, prospects, and broader network – and to remind the marketplace who your company is and what it stands for.

- + Current clients
- + Key business connections
- + Prospects
- + Strategic partners
- + Subcontractors and vendors
- + General and industry contacts
- + Alliances, associations and industry groups (memberships, sponsorships)
- + Industry and media

START HERE

ACTIVITIES AT A GLANCE

- ✓ Develop launch messages and new branded marketing assets
- ✓ Plan the internal launch event
- ✓ Update all print and electronic materials
- ✓ Develop a public relations strategy
- ✓ Get all communication channels ready
- ✓ Plan the external launch

TIMING AND PRIORITIES

- ✓ Identify assets requiring a longer production time
- ✓ Identify time-sensitive day-of-launch (public) activities
- ✓ Prepare internal rollout
- ✓ Prepare external rollout

CRITICAL COMMUNICATIONS AND CHANNELS

- ✓ Rebrand story
- ✓ Brand launch video
- ✓ Employee communications
- ✓ External communications and public campaigns
- ✓ Website, email and third-party platforms
- ✓ Email marketing
- ✓ Online communities and social networks
- ✓ Public relations

INTERNAL ROLLOUT ACTIVITIES

Internal launch always comes first. However, once employees are in the know, it's very difficult to keep this inside the company for much longer.

INTERNAL ROLLOUT

PRE-LAUNCH

- ✓ Conduct brand champions training
- ✓ Develop a save-the-date teaser campaign
- ✓ Prepare pre-launch communications
- ✓ Brainstorm on-brand employee gifts
- ✓ Order branded swag

DAY-OF-LAUNCH

- ✓ Deliver internal launch broadcast
- ✓ Lead office celebration(s)
- ✓ Present employee gifts

POST-LAUNCH AND ONGOING

- ✓ Prepare employees for **external** launch
- ✓ Deliver post-**external** launch communications to employees
- ✓ Conduct employee onboarding, training and ongoing brand engagement and education

EXTERNAL ROLLOUT ACTIVITIES

Even with a full brand rollout, it's close to impossible to update all touchpoints and materials at once, so you need to organize them into manageable groups based on their level of importance.

EXTERNAL ROLLOUT

TIP: Do a full audit of everything that has your current logo, including all offices and third-party systems and platforms.

PRE-LAUNCH

- ✓ Inventory and update all brand assets
- ✓ Prepare all marketing communications and channels
- ✓ Execute pre-launch teaser campaign

DAY-OF-LAUNCH

- ✓ Launch website
- ✓ Relaunch all online communities and social networks
- ✓ Orchestrate launch event and office celebration(s)
- ✓ Start using all new brand assets (logo, email signature, marketing materials, etc.)
- ✓ Reach out to current clients, top prospects and other critical business connections

EXTERNAL ROLLOUT (CONTINUED)

IMMEDIATELY POST-LAUNCH

- ☑ Begin outreach to prospects and industry partners
- ☑ Update all business and member directories and association and sponsorship listings
- ☑ Make announcements to general contacts, industry and media
- ☑ Initiate social media push and content sharing by employees to build excitement and introduce and amplify the new brand
- ☑ Start post-launch “building momentum” communications and campaigns
- ☑ Send out post-external launch communications to employees

ONGOING BRAND ALIGNMENT AND EDUCATION

Every employee's understanding of the brand message and their ability to clearly articulate it to everyone outside the company and to act on-brand in every situation directly affect your success in forwarding the agreed-upon brand message and story in a powerful and consistent way.

- ☑ Internal brand engagement and education
- ☑ Employee onboarding (brand training)
- ☑ External communications
- ☑ Annual brand audit

HOW SUBSTANCE151 CAN HELP

We develop strong brand foundations and breakthrough brand rollouts that ensure nothing falls through the cracks. **CONTACT US** to find out how we can help you create a memorable, effective launch and make a mark with your new brand. **SUBSTANCE151.COM**