

BRAND LAUNCH! HOW TO EXECUTE A BREAKTHROUGH BRAND ROLLOUT

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A  **PLIFY** A|E|C™



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- Decide Full or Phased
- Internal Launch Always Comes First
- The Scope of the Rollout Depends on the Degree of Change
- Give Yourself Enough Time

- Identify Key Audiences
- Develop a Brand Launch Sequence
- Prepare All Touchpoints and Communications
- Launch Internally
- Launch to the World
- Plan Beyond Launch

ACTIVITIES AT A GLANCE

- ✓ Develop launch messages
- ✓ Develop a PR strategy
- ✓ Create/update all branded marketing assets
- ✓ Get all public channels ready
- ✓ Plan internal rollout
- ✓ Plan external rollout

TIMING AND PRIORITIES

- ✓ Assets requiring a longer production time
- ✓ Time-sensitive day-of activities
- ✓ Internal rollout campaign (assets, communications)
- ✓ External rollout campaign (assets, communications)
- ✓ Low-priority assets

CRITICAL COMMS AND CHANNELS

- ✓ Rebrand story
- ✓ Brand launch video
- ✓ Employee communications
- ✓ External campaigns
- ✓ Web, email and third-party platforms
- ✓ Online communities
- ✓ PR

- Internal Rollout
- External Rollout

- Leadership
- Marketing
- BD/Account Managers
- Other Client-Facing Teams
- HR and Recruitment
- Brand Champions
- All Employees
- New Employees

- Internal Pre-Launch Teaser Campaign
- Firm-Wide Coordinated Brand Launch Event
- On-Brand Employee Gifts and New Swag
- Post-Launch Brand Communications
- Ongoing Brand Education and Engagement

- Current Clients and Key Business Connections
- Prospects
- Subcontractors and Vendors
- Industry and Media
- All Contacts

- LinkedIn and Social
- Email Marketing
- Email Signatures
- Industry Events, Conferences and Tradeshows
- Personal Touches

- Communications
- Brand Education and Advocacy
- Brand Management

- FAQs
- Message Board/Forum
- Brand Story/Video
- Launch Event Video
- Brand Training Materials
- Brand Guidelines
- Downloadable Assets
- Marketing Templates
- Fun Branded Stuff
- Branding Point of Contact



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ADDITIONAL RESOURCES

[BIT.LY/3MGLDNA](https://bit.ly/3MGLDNA)