

# Are You Ready for a Rebrand?

## BRAND READINESS ASSESSMENT

Rebranding is an exciting and transformational process. The outcome will set up your organization's identity for 5, 10 or more years ahead. It's also expensive and time consuming in ways you may not expect.

To make sure your organization is prepared for the process, start by taking this assessment. It will set you up for success with the right project for right now.

Is organization leadership supportive, excited, and involved in the process of branding?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Are you, your leadership, and your board in agreement on what kind of branding project you need? (see how Iris defines different branding projects)	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Are you, your leadership, and your board in agreement on what outcomes you want from the effort?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Do you have a current strategic plan?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Do you have accessible information on donors, members, students, or other constituents in a database?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Can you think of a group of people among your staff and community who would be happy to participate in the branding process?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Is there at least a year before you need to launch your rebrand?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Do you have full time staff?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>
Have you estimated the amount of staff/team time the process will consume?	<b>Yes</b>	<b>No</b>	<b>Don't Know</b>

Have you budgeted for the branding work AND the transition?

Name:

Title:

Organization:

Phone:

Email:

**GET RESULTS** 



# Results

## If you answered YES to most

Your organization appears to be ready to tackle any kind of brand project, whether it be Brand Identity, Brand Strategy or Brand Awareness.

Your YES answers indicate that your team is aligned behind your goals and ready to participate in a thoughtful, transformative project. You have considered what you need to get out of it as well as the time, energy and money it will take.

Specifically, you are prepared to tackle a Brand Strategy project if your organization has a need for audience focus, message positioning, mission, vision and values alignment and strategic communications.

[Email us](#) to schedule your intro call with Beth to learn about our AMIE Process to build Brand Focus.

## If you answered NO to many questions

It will be critical for you to choose the right branding project in order to get the best outcome. With a small team, limited budget and/or a lack of involvement from leadership, a strategic process may not be the best match. Shifting strategy requires buy-in from leaders for success.

Your best bet may be to focus on Brand Identity and/or Brand Awareness. Brand Identity will require more of a shift and create more work in transitioning materials. Brand Awareness focuses on marketing strategies. This can easily be managed one small project at a time.

[Email us](#) to schedule your intro call with Beth to plan a Brand Identity or Awareness project.

## If you answered DON'T KNOW to many questions

Now you have a few questions you can discuss with team members who are asking about branding. Start by thinking about what outcome you desire. This will help guide you to what type of project you really need. Sometimes it's not a rebrand but a new website that will do the job. It's critical to do the right project for you.

If you need support, Iris Creative leads strategy sessions for organizations to facilitate the discussion and decision-making. If you'd like to learn how this helps, [email us](#) to schedule an intro call with Beth.

