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Why is rebranding considered such a leap of faith?



Imagine living a life where nothing ever changes — same job, same car, same conversations, maybe even the same weather every day of the year. Doesn't sound much of a life does it? But what if a designer offered you a way out of this drab world by suggesting "what about a rebrand?". Would you grab the opportunity with both hands or would you consider it a step too far? Many of us don't like to wander out of our comfort zone so might shy away from the offer, but if it meant reaching luscious pastures on the other side why wouldn't you bound over the fence?

Whether you like it or not, 'image' is high on everyone's agenda these days and if your brand or product or service isn't attractive enough it can be ruthlessly dumped! It is one of the worst feelings in the world and unfortunately in life it's happened to most people — whether it's on a personal or professional level. For some the first step to recovering from rejection is to go shopping or get a new haircut or do something that makes you feel better about yourself. In essence, you've rebranded yourself.

So why is this tried and tested practice still considered such a leap of faith in the business world? Just mentioning the word 'rebrand' to some clients can cause instant dismay, visible jitters and even desperate outbursts of "but our customers really like how we look!" Is that why they've started deserting you then? The reality is there are brands out there that are

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