

ARTICLES OF INTEREST

To Rebrand or Not to Rebrand?

The Jaguar rebrand is a bit of a head scratcher. Companies rebrand to attract new customers and differentiate from competitors. If a rebrand is negatively received, it can result in financial disaster. A rebrand must be done for the right reasons based on real consumer insights. Remember the Tropicana rebrand disaster in 2009?

Decisions made in the boardroom and validated by research

In many rebrand processes, market research plays an important role. Often focus groups are used to validate decisions already made in the boardroom. I'm sure Jaguar invested in market research, but we don't know what kind or what the real story is. The results remain to be seen.

Real Market Research

I prefer market research that allows you to go to where your customers truly hang out and see what they're saying organically. It gives you the true, voice of the customer. I've done stakeholder interviews, shop-alongs, ethnographic research and even been a mystery shopper where I had a facial and massage at a spa (that was a tough one).

Sometimes shocking information comes out like the senior management team all want to quit. I've gone into people's homes to see where they keep their wine and talked to consumers in supermarkets. I like doing it this way because it's real. I experience the brand and learn what's going on in the real world.

Market Research as a Competitive Advantage

Some design firms offer market research services to clients who would not normally hire a research firm. This can be a competitive advantage. I've identified differentiators, names, messaging, taglines, customer personas and untapped audiences in my research. Good design is grounded in a deep understanding of the person for whom you are designing. It makes sense to understand that person. You can train someone in your firm or find a research partner but in the end, don't jump to rebrand a company. You may do more harm than good. It takes careful consideration of the consumer you are trying to reach. And as for Jaguar, I'm not really sure of the consumer they're after!

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