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CLIENT: Confidential

PROJECT: Rebrand

OBJECTIVE: Rename an internal business unit for a global tech enterprise to better align with its purpose, avoid confusion among customers, and inspire employees

SUMMARY: This document extract contains select pages from the first part of the client deliverable

PART 1

STRATEGIC FOUNDATION & EVALUATION METHODOLOGY

THE SITUATION

ABP'S NECESSARY REBRAND IS AN OPPORTUNITY FOR GROWTH

ABP serves an important function within the Client organization and with many of its most important clients.

However, when leadership first coined the name, it could not possibly have predicted the rise of Account-Based Marketing, or ABM.

On one hand, this has led to confusion internally and externally. On the other, it has presented a chance to inject energy into this valuable team.



OPPORTUNITY



Alignment between
function and creativity



Buzzworthy means of
differentiation



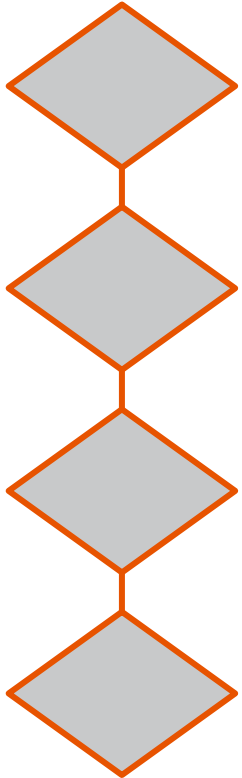
Synergy with successful
umbrella campaign



Momentum through growth
of Enterprise

HOW TO LEVERAGE THE OPPORTUNITY

TAKING ADVANTAGE OF A REBRAND LIKE THIS REQUIRES REFLECTING ON YOUR BUSINESS



33%

Strong, catchy names perform up to 33% better on the stock market than weak names

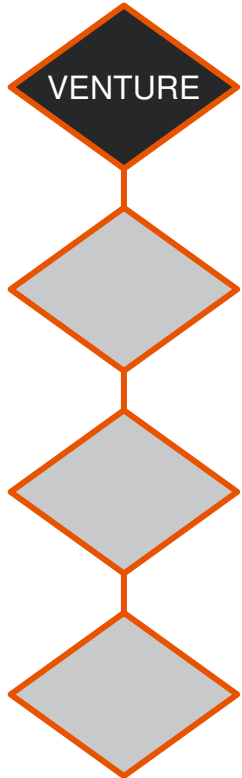
Source: Squadhelp

Smart businesses understand the power of something as simple as their name. Those treating it as an afterthought very well could be leaving money on the table.

While ABP will not be appearing on the stock market, it can enjoy the same value. Rebranding always begins with critical thinking around your business. In this case, this means reflecting on how you fit into the wider organization.

ESTABLISH YOUR ROLE

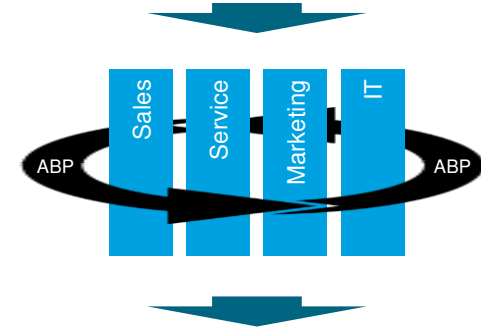
SINCE YOUR NAME SHOULD BE FIT FOR PURPOSE, RE-ESTABLISH THAT PURPOSE FIRST



Client is the #1 Tech platform in the world. Its all-inclusive cloud-based applications are trusted by 150,000 companies.

Within it, ABP facilitates collaboration across the Client ecosystem to create curated events and high-touch experiences for senior-level customers.

This brings to bear the total picture and full power of Client's business for those customers, who are then able to leverage it as a complete technology solution.



CLEARLY ARTICULATE YOUR VALUE PROPOSITION

YOUR ROLE IS YOUR *FUNCTION*, BUT YOUR VALUE PROP IS YOUR *BENEFIT* TO STAKEHOLDERS



INTERNAL CHAMPION

Client business units recognize ABP's quarterbacking as a means to more closely engage targeted accounts.

Employees find fulfillment in the transition from being a transactional business to a trusted advisor for premier clientele.



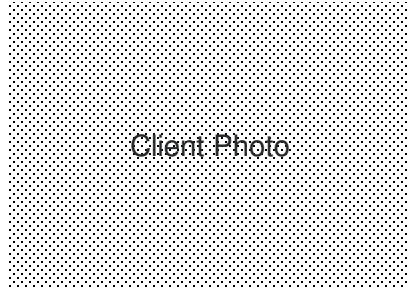
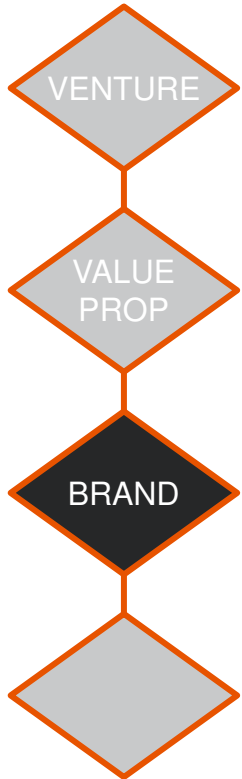
EXTERNAL CARETAKER

High-end customers feel accommodated by a marketing organization that "gets" the nuances of their businesses.

Executives learn how to better leverage their investment with Client to justify strengthening this partnership.

CONSIDER ALL ASPECTS OF YOUR BRAND

CORPORATE ETHOS, LONG-TERM CAMPAIGN, AND INDIVIDUAL TEAM ARE ALL KEY FACTORS



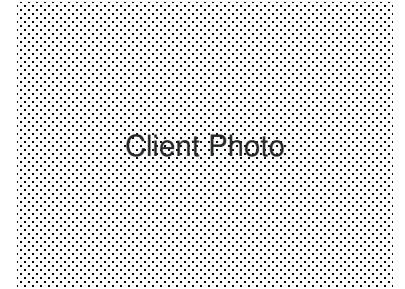
CORPORATE

- **Values-oriented:** Bring trust, growth, innovation, and equality to everything
- **Inspirational:** Own best-in-class status by helping people live their best lives
- **Fun:** Build a culture of youthful energy, “loosen the tie”



Campaign

- **Educational:** Use the power of storytelling to simplify complex tech
- **Pioneering:** Convey leadership in innovation using a spirit of exploration
- **Playful:** Embrace gamification to foster aspiration while using inviting imagery

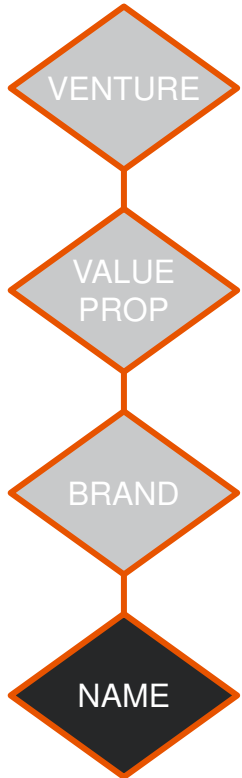


ABP

- **Collaborative:** Serve a cross-functional role uniting the ecosystem
- **Premium:** Service top accounts to bring them more deeply into the family
- **Engaging:** Create curated in-person events and experiences

POPULAR NAMING CONVENTIONS

NO MATTER YOUR MEANS OF GETTING THERE, SUCCESS LIES IN A BRAND NAME'S STRENGTH



Descriptive	General Electric, Waste Management
Name	Barnes and Noble, Ford
Experiential	Twitter, Outward Bound
Characteristic	Choice Hotels, Progressive
Metaphorical	Nike, Shazam
Geographical	Texas Instruments, Pacific Life
Acronym	GEICO, IBM
Compound	Mastercard, JetBlue
Portmanteau	Microsoft, Intel
Misspelled	Google, Lyft
Wordplay	Foot Locker, Sleep Inn
Foreign	Omni, Aetna
Random	Apple, Caterpillar
Invented	Kodak, Häagen-Dazs
Merger	NBCUniversal, Stanley Black & Decker

Far from random, “namestorming” should be just as practical of a step as venture, value prop, and brand. ABP has expressed an openness to all options, offering maximum flexibility in naming convention.

Regardless of your final selection, you want to avoid choices that would be considered weak or even neutral in *your* industry.



Weak

- Undermines position
- Sends wrong message
- Invites questions or even derision



Neutral

- Fails to distinguish
- Lacks appeal
- Hard to build brand around



Strong

- Conveys culture
- Speaks to audience
- Enjoys recognition and differentiation

FROM SELF-ASSESSMENT TO METHODOLOGY

WITH THIS BACKDROP AS A GUARDRAIL SYSTEM, SUBJECTIVE STARTS TO BECOME OBJECTIVE

Our findings from this exercise begin turning an otherwise subjective task—choosing a name—into an objective one.

We can coalesce criteria for name selection into three categories, with weights prioritizing which features are most important to ABP.

CLARITY	1.	Customized Criteria	14%	37%
	2.		12%	
	3.		11%	
ON BRAND	4.		14%	36%
	5.		14%	
	6.		8%	
ORIGINALITY	7.		11%	27%
	8.		8%	
	9.		8%	

PART 2

SCORECARD EVALUATION & RECOMMENDATIONS
