

Your Brand Rollout

Yehaa, time to get your new brand moving. This is a perfect marketing and PR opportunity. Rolling out your new brand shows that you are a vibrant organization—take advantage of it. Plan a launch event. Even if you don't have a huge budget, you can mail out business cards and send emails announcements.

Though some companies seemingly launch a brand overnight, most take a phased approach that can last up to a year. For this reason, our sample rollout includes two external phases. The first is relatively quick—at least from your audiences' point of view—since you can prepare everything before going public. The second phase covers things that simply take more time, or may not be needed right away.

Your external rollout is important, but equally vital is your internal brand rollout. This is a chance to build company pride, reestablishing that vital link between your company's vision and employees. That is why the first phase of your brand rollout is actually your internal launch.

This following sample rollout gives a good idea of what to consider and when to do them, but it is not a substitute for you creating your own list. In fact, you should take the time to create your own list for two reasons:

1. Each company's needs are unique.
2. It is an exercise for internal buy-in.

Foster internal buy-in because it makes the brand rollout easier. Choose a person or department to be responsible for the launch specifics. Have them send out a questionnaire asking all employees where your logo lives, then use that information to create a master list that sets priorities, outlining what changes when.

Giddyup and good luck.

Sample Brand rollout

1 Internal Launch

- “Introduction to new brand” document
- “Key themes and messages” document
- Visual guidelines document
- Intranet: Q & A section specific to the branding

2 External Launch Phase 1

- Advertising: print, radio, online, and TV
- Direct mail
- Key themes scripts
- Press releases
- Newsletter
- Website: Q & A section specific to the branding
- Stationery
 - Business cards
 - Letterhead
 - Envelopes
 - A6 Note card and envelope
 - Mailing label
 - Fax forms
 - Invoices
 - Forms

3 External Launch Phase 2

- Annual report
- Brochures
- E-mails and E-newsletters
- Giveaways
- Holiday greetings
- Packaging
- Powerpoint
- Seminar materials
- Signage
- Tradeshow booth and materials
- Trade publications
- Trucks: magnetic logos are a temporary solution
- Videos
- Wayfinding
- Investor relation materials