



## YOUR REBRAND

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Whatever the reason, undertaking a major rebrand program can be a time consuming, expensive and complex prospect.

The first step to a successful rebrand project, is to identify which stakeholders in your company need to be involved, a budget will need to be set, and the scope of the project established. Quality assurance, council and landlord approvals, engineering, OH&S and electrical certifications all need to be documented throughout the process in order to mitigate risk where possible. Not all of these skillsets will be readily available to you internally, so it's good to know when to decide to seek a specialist consultant to help you. If you don't have these internal resources with specialist knowledge, know how to mitigate the risks of a rebrand project, have relationships with the suppliers required to deliver the project, or have the time available, it's definitely time to seek help.

SignManager's **experienced project managers** are experts in their field, averaging 15 years' experience in industry.

They are supported by our cloud-based **online management system**, which allows you access to our nationwide network of over **3,000 preapproved contractors** and view project pricing and correspondence at any time.



SignManager can help you deliver a successful rebrand program, focusing on these key outcomes:

- **Brand consistency** - All of your stores will be immediately recognisable and “on brand.” Our project managers will specify a highly detailed design manual for your brand, with exact products and materials so your brand will be consistent no matter which supplier manufactures it
- **Customer communication** - Your customers will be excited about the new brand and its values and feel connected
- **Value for money** - We will supply quality products that will last for the life of the branding, at the best possible market price
- **Speed to market** - We will ensure that no stores in your network are left behind, and that the rebranding does not leave some stores seeming outdated for too long
- **Risk management** - We will manage and coordinate quality control, organisational health and safety, any work permits, permissions, certificates, defects and warranties

SignManager are independent consultants who help large corporations improve the way they manage their branded assets across all their stores and facilities.

If you'd like help with a strategy to better manage your signage and branding requirements, contact us now.