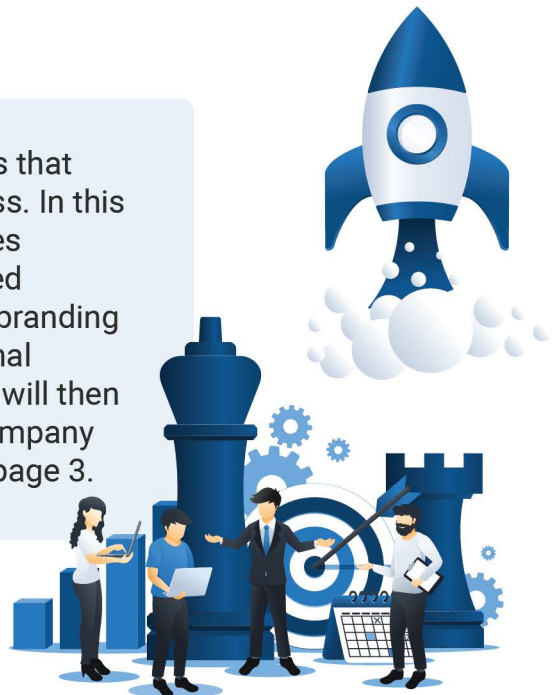




INTRODUCTION

Below is a list of companies and brands that recently underwent a rebranding process. In this activity, students will analyze the articles provided to determine which of the listed companies had the most successful rebranding strategy. Students may also do additional research on their assigned brand. They will then score the rebranding efforts of each company using the rebranding rubric located on page 3.



REBRANDS

1. Burger King



The Burger King Rebrand: Design Fit for a King?



Burger King Unveils Its First Major Rebrand in 20 Years

2. General Motors



General Motors Unveils Updated Logo Ahead of CES 2021



General Motors Gets a New Logo as It Looks Toward Electrification



General Motors' New Logo Is the Biggest Branding Fail of 2021 (So Far)

3. Kia



Kia Unveils Rebrand With Logo Design Resembling a Handwritten Signature



Kia Unveils New Logo With Record-Breaking Fireworks Show



Only 305 Kia K900 Sedans Sold in the US in 2020, Can a Facelift Boost Demand?

4. Nissan



Nissan Introduces a New Logo

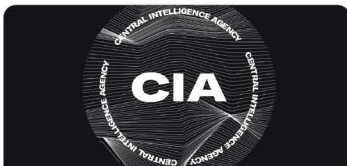


Redesigned Nissan Logo Signals a Fresh Horizon



New Nissan Logo Joins the Flat Design Party

5. The Central Intelligence Agency



CIA Rebrands to Encourage Diversity, Identity of Logo Designer Remains Top Secret



The New CIA Logo is Being Brutally Mocked



Is Graphic Design the C.I.A.'s Passion?

I INSTRUCTIONS

I. Divide students into research groups

- Ideally, the number of students in each group is the same as the total number of groups; for example, if you have three groups, each group should have three students

II. Assign a rebranding campaign to each research group (or individual) and give students time to review the articles and discuss the following items:

- A brief summary of the rebranding process, including whether or not they believe the rebranding strategy was successful
- At least 3 key findings from their research
- At least 2 substantial questions to ask the rest of the class (about rebranding or in relation to another group's brand strategy)
- A brief summary of their answers to the follow-up questions listed on the Student Version of the Rebranding Class Activity

III. After students have had adequate time to prepare their presentations, create a new set of presentation groups composed of one student from each of the previous research groups

IV. Each student presents his or her findings from the previous (research) group to the presentation group**

I DISCUSSION ITEMS

- How much planning and effort goes into a successful rebranding strategy?
- What are some of the pros and cons of rebranding?
- Why did each of these brands ultimately decide to go through with a rebrand?
- What was the main goal of the rebrand?
- Based on your research, do you think the pros of rebranding outweighed the cons for the company you studied? Why or why not?
- What makes a rebranding strategy successful?
- What makes a rebranding strategy unsuccessful?
- Which brand proved **most** successful in its rebranding strategy? Why?
- Which brand was the **least** successful in its rebranding strategy? Why?
- You are now the CMO of the brand. What would you do to improve the rebrand?

Wrap up the class discussion and presentations by relaying key points brought up by students; emphasize key takeaways, and/or final thoughts or questions to solidify what the students have learned through this activity.

REBRANDING RUBRIC

Instruct your students to refer to this rubric when discussing their brand’s rebranding strategy. They can use the following criteria to determine the success of each brand’s rebranding strategy.

	Criteria			Points
	5	3	0	
Redefining the Brand’s Mission, Vision, and Purpose	The rebranding effectively communicates a shift in purpose or identity as a company or brand and the reasoning behind the change	The shift in the brand’s mission/vision/purpose is communicated but the reasoning behind the changes is somewhat unclear	The rebranding does not communicate any shift in the company’s vision mission or purpose	
Core Messaging	The rebranding consistently communicates the reasoning behind the changes, and does so across multiple channels	The rebranding communicates the reason for the changes, but the messaging is inconsistent across media channels	The rebranding fails to communicate the reasons for the changes on any channels	
Planning	The rebranding demonstrates evidence of extensive market research conducted prior to changes to the brand	The rebranding demonstrates little evidence of market research to support changes to the brand	The rebranding fails to demonstrate evidence of any market research to support changes to the brand	
Execution	Changes to the brand are timely and address the values of the brand’s new target market	Changes to the brand are made over an extended period of time, and do not reflect the values of the brand’s new target market	Changes were minimal and out of touch with the brand’s new target market	
Market Response	The target market’s response to the rebranding is overwhelming positive (enhances brand loyalty)	The rebranding incites little to no response from the target market (has little to no effect on brand loyalty)	The target market’s response is overwhelmingly negative (damages brand loyalty)	
Company/ Brand _____			Total Rebranding Score:	/25

ADDITIONAL RESOURCES

- [1. How to Successfully Rebrand: A Strategic and Tactical Guide](#)
- [2. Rebranding Done Right: 5 Examples You Can Learn From](#)
- [3. The Ultimate Guide to Successfully Rebranding in 2020](#)
- [4. 11 Elements You Need For a Successful Rebranding Campaign](#)
- [5. Dan Antonelli: 10 Takeaways on Rebranding for Breakout Success](#)

EXTRA CREDIT

Want to take the extra step to help your students fully grasp the concept of rebranding? Have each student choose at least one rebrand they'd like to learn more about and write up a report on their findings. Their report should answer each of the following:

- A brief summary of the rebranding process, including whether or not they believe the rebranding strategy was successful
- At least 3 key findings from their research
- At least 2 substantial questions to ask the rest of the class (about rebranding or in relation to another group's brand strategy)
- A brief summary of their answers to the follow-up questions listed on the Student Version of the Rebranding Class Activity

NOTES **

In a blended learning environment, those participating remotely may need assistance from classmates who are attending class in person. Arrangements could be made with individual students to ensure that at least one on-site participant in each group can connect to remote learners via laptop or cell phone.

For students participating in a strictly online environment, both the research groups and the presentation groups can be preassigned using breakout rooms or similar tools.

