

# Intelligent & Impactful Brand Implementation: The Top 25 Steps

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A lot of work goes into developing a new brand: Internal and external research, touchpoint analysis, brand definition, brand architecture, naming conventions, the brand name, logo design and brand identity guidelines, brand communication guidelines, and more. After the framework for the new brand has been constructed, there is the monumental task of bringing the brand to life, both in terms of “looks like” (the visual aspect) and “acts like” (how employees represent and embody the brand). Each of these areas takes careful planning and execution to maximize the investment and ensure the long-term sustainability of a brand. There are literally hundreds of steps that are common to implementing any type of brand. For the sake of brevity, we’ve boiled that list down to the top 25 key tasks. The sequence of activities will vary by project, approval structure, and the conversion timeframe, but we find these tasks to be generally universal throughout brand development, implementation, and launch programs.

1. Obtain final approval on brand name, URL, logo, and brand architecture
2. Develop Brand Identity Guidelines and determine distribution system
3. Define project scope, goal, and key stakeholders
4. Determine brand rollout strategy (flash-cut, phased, line of business, etc.)
5. Identify legal ramifications of name/logo change; register name and logo
6. Develop Brand Implementation and Day One Launch Strategy
7. Prioritize key elements, assets, and tasks for rebranding
8. Create internal and external Brand Communications Plan
9. Establish Implementation Management Structure and identify Implementation Team
10. Develop Brand Identity Audit procedures and tools
11. Establish rebranding recommendations approval process and issue resolution system
12. Create a detailed Implementation Timeline for all assets and tasks
13. Conduct Brand Implementation Team kickoff meeting and establish responsibilities
14. Implement a branded asset inventory reduction process
15. Develop financial accounting system for implementation project costs
16. Launch the Brand Identity Audit process to obtain info on all branded assets
17. Finalize Implementation and Launch Strategy with input from the Implementation Team
18. Develop the Brand Engagement strategy and tactics to educate and engage employees
19. Analyze results of Brand Identity Audits and determine cost-savings opportunities
20. Finalize overall implementation budget based on audit results
21. Develop rebranding solutions and obtain approvals (including landlord/zoning for signage)
22. Convert branded assets (based on Day One launch schedule)
23. Launch the Employee Brand Engagement program
24. Review and approve samples or photos of all rebranded assets to ensure consistency
25. Launch the brand and conduct measurement programs to determine success of Implementation Program

To sum it all up in one sentence, brand implementation is about building a strategy-based plan, setting clear objectives, developing a realistic schedule, and getting the right people involved at the right time – all heading in the same direction, and having visible executive management commitment to getting the job done right.

It’s an effort where success is really in the details.

# Building and Activating Brands

Brand Research

Brand Strategy

Brand Architecture

Naming

Design

Digital Media

Environmental Branding

Brand Ambassador<sup>SM</sup> Program

Integrated Marketing Communications

Brand Implementation

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For more information on building an intelligent and impactful brand implementation program, contact the marketing department:

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