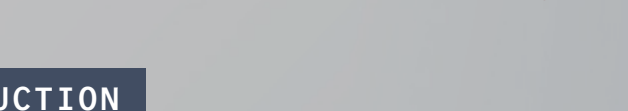


# OUR BRAND IMPLEMENTATION PROCESS



## INTRODUCTION

So you have been asked to roll-out a brand implementation strategy. Are you looking for components?

Here is what is next.



The nature of a brand change entails tens of thousands of internal employee hours. Not knowing what to do can be costly to the company and the new brand strategy.

### Some Facts



On Average, most companies change their brand identity once every 15-20 years. For branded assets like signage, this is a once in 20 to 30 year opportunity to be consistent.

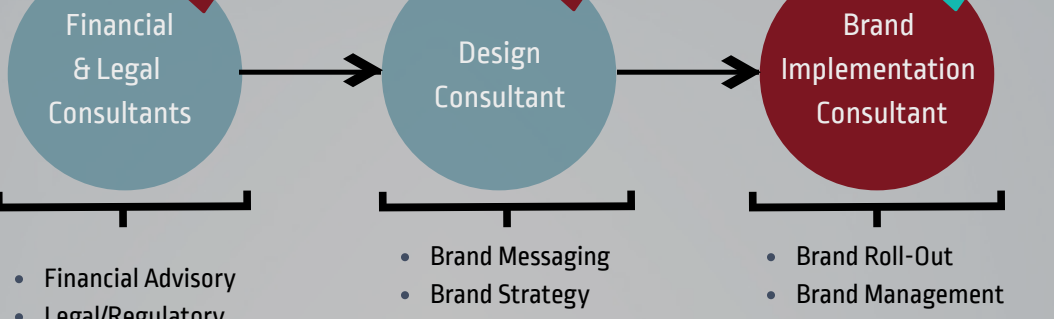


During brand implementation, two out of five procurement departments conduct requests for information or proposals without knowing what vendors are better suited for the company's needs. Each company is unique. So are the vendors.



80% of attention and focus is on the brand strategy, brand identity development, creative and supporting campaigns. However, brand implementation is arguably just as important.

### A Natural Process



At The Rebranding Group, our goal is to help you optimize your brand implementation strategy based on a sustainable culture of quality and safety application.

We combine strategic brand implementation expertise with turnkey program management to bring rebranding programs to life.

Our value lies in aligning our clients with the right resources and solutions.

We bring accuracy to scope, optimization of budgets, and organization of resources to deliver a quality, cost-effective, and timely conversion of your branded assets.

We network with brand implementation consultants, agencies, and vendors from all over the world and engage them to work on specific projects where they are experts. Whether it is local or global, their expertise must match your needs.

### About Us

While it can vary dramatically depending on company size, complexity, and mix of branded assets, the duration of brand implementation projects from brand strategy and corporate identity development, through detailed planning, and complete roll-out of a new brand can last anywhere from a few months to years.

For many projects, branded asset conversion represents both the majority of the budget [55% to 75% depending on the industry, number, and types of assets] and internal workforce efforts [60% to 80% staff hours].

To meet these challenges, a proven framework and a range of expertise, both internal and external (i.e., a branding agency and brand implementation management consultants), are required to help ensure rebranding success.

### Brand Implementation

Our projects are successful because we focus on providing a tailor-made solution for our clients using the following steps:



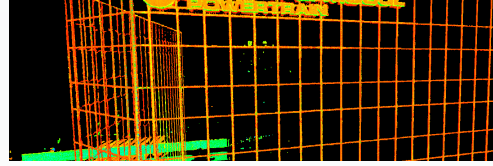
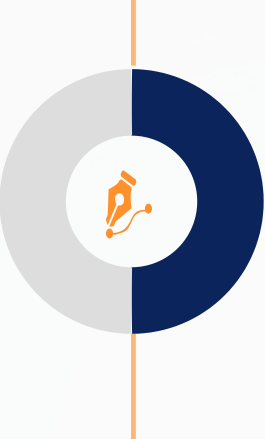
### Steps



#### STRATEGY & DATA

- Scenario Planning
- Customer Experience Studies
- 3D Site Surveys and Audits
- Permit Procurement
- Budget Estimations [TCO]
- Budget Analysis [OpEx/CapEx]
- Timelines optimization
- Transition Strategies

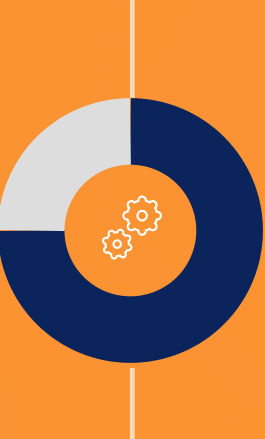
### Step 1



#### DESIGN

- Environmental
- End-User Design
- Designed Concept Applicability Evaluation
- System Design [Standards and Guidelines]
- Store Design & Detailing
- Motion Graphics
- Value Engineering

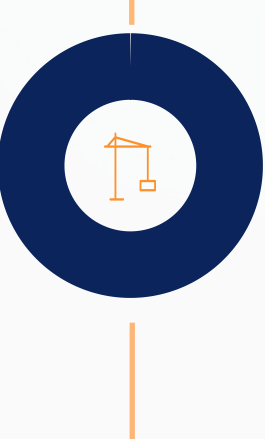
### Step 2



#### DELIVERY

- Prototyping
- Technical Specifications validation
- Vendor Strategies, RFP and Management
- Fabrication Management
- Installation Management
- Quality Management
- Project Organization

### Step 3



#### CARE & MANAGEMENT

- Custom Maintenance Program
- Content Refresh Program
- Data Management Program
- Field Services
- Process Automation
- Help Desk

### Step 4

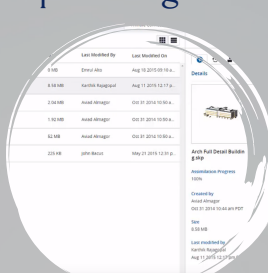
We value quality and safety. With this principle in mind, we utilize advanced technology, allowing our clients to see and obtain what no one else can offer:

#### 3D Site Surveys



- Decreases project variables
- Increases facility management

#### Advanced Reporting



- Decreases project risks
- Facilitates client reporting

#### Live Field Communication



- Decreases safety risks
- Facilitates offsite installation visibility

### What We Bring to Your Strategy

With over 15 years experience in brand implementation, we service the following industries:



Transportation



Institutional



Oil & Gas



Health Care



Manufacturing



Mining

### Our Specialization

With millions of dollars of cost and tens of thousands of staff hours of internal labor involved, amidst the risk of adverse reactions from internal and external stakeholders, a corporate rebranding initiative is the "high risk, high reward."

If done right, your rebranding efforts have the potential to deliver significant rewards: corporate financial benefits; stronger market presence and brand value; a vehicle to drive significant organizational cultural changes; and, at a personal level, as the type of successful initiative that could be one of the highlights of a career.

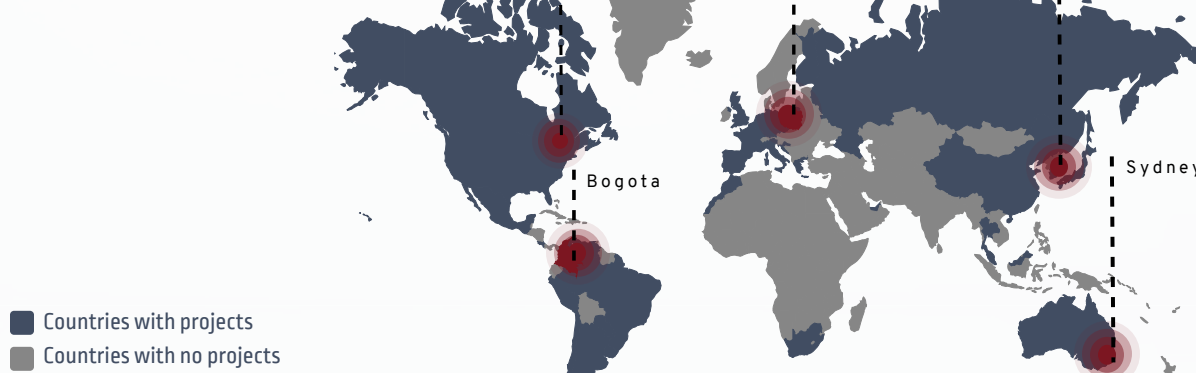
At The Rebranding Group, we offer the right skills and the knowledge to make your brand implementation project a success.

We are always seeking to strike a meaningful conversation, so if you have a project or a question, we would love to hear from you.

### High Risk High Reward

Headquartered in Toronto, our international partnerships allow us to reach every part of the world.

### Our Global Reach



■ Countries with projects  
■ Countries with no projects