

# Updating a Tired Brand

*By Ed King - Corporate Rejuvenation Specialist, Turning Point Strategies*

So, how do you update a tired brand? Start over? Change the logo to bright pink? Put an American flag on the package? No, no, and no (as Patriotic as I am, that's still a risky proposition). The answer is to focus on the customer's needs and desires. Let's take the desire to de-stress as an example.

Stress is at an all-time high. Maybe your product can help your customers de-stress. You don't have to be a massage therapist to do this. In almost any industry, this can apply. What's the best way to de-stress someone's life? Give them fewer decisions, and save them time. Give them the solution to their problem in a "don't-even-have-to-think-about-it" package that takes little time.

Look at One-a-Day® vitamins. Quaker® Oatmeal in a single serve pouch. Lunchables® (sandwich, snack, and dessert in ONE package). Oxyclean® (replaces 7 household cleaners with ONE product).

Once your products and services are repackaged, then grow your new differentiator by sticking with it — 100%. With every fiber of the company's being, in this case, the brand should ooze "de-stressing" to the end-user. That means the logo, the tagline, the packaging (design and style), the web site, the phone demeanor, the in-store signage, and anything (or anyone) else that ever comes in contact with the end-user.



So, what attributes of your product can contribute to de-stressing?

- Clarity - The less confusing, the more the end user will be attracted to your offering.
- Time saving - Enabling the user to do the same as other brands offer, but in half the time.
- Innovation - Constantly creating new products and concepts that de-stress based on end-user feedback and customer monitoring.

The time of relying solely on brand name recognition or a brand's reputation for continued sales is gone. It is a different time in today's society. A time where there are 48 brands of toothpaste. Don't go the way of the Lincoln Continental or Service Merchandise.

In the past, people bought those cars, or shopped at that store because of the name. These two brands never bothered to innovate or differentiate. I can almost hear their respective boardrooms in their heyday:

"People love us. They've always bought our products. As long as we keep doing the same thing, we'll continue to be successful."

With the abundance of luxury vehicles and specialty department stores that popped up over the last several years, without reacting, differentiating and innovating, you know what happened to these two stale brands.

Creating a compelling differentiator (such as de-stressing) today will position your brand for success in the long-term, as well as contain the momentum your competitors have built in the short-term. De-stress yourself by de-stressing your customers.

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