

## REBRANDING STRATEGY: FROM LEGACY TO MODERN

<b>Start Date:</b>	25/05/2026	<b>End Date:</b>	29/05/2026
<b>Categories:</b>	Public Relations & Market	<b>Venues:</b>	Barcelona
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This course equips professionals with strategic tools to revitalize outdated or misaligned brands. Participants will learn how to manage the full rebranding journey—from diagnosis and stakeholder buy-in to visual transformation and internal activation.

### OBJECTIVES

By the end of this course, participants will be able to:

- Evaluate brand relevance and determine when rebranding is needed.
- Build a strategic case for rebranding and secure organizational alignment.
- Develop brand repositioning strategies rooted in research and market insight.
- Lead creative and messaging transitions across channels.
- Manage internal and external rollout with confidence and clarity.

### COURSE OUTLINE

1- Diagnosing the Need for a Rebrand 2- Strategic Brand Repositioning and Research 3- Visual Identity and Messaging Alignment 4- Gaining Internal Buy-In and Managing Change 5- Launch Planning and Rebrand Activation

### TARGET AUDIENCE

All Supervisory Levels, Brand leaders, marketing strategists, business owners, and creative directors managing brand transformation initiatives.

### METHODOLOGY

Brand audits, case studies, positioning workshops, stakeholder mapping, and go-to-market simulation exercises.

### CONCLUSION

Participants will gain a complete roadmap to refresh their brand's identity while honoring legacy and engaging modern audiences.

## DAILY AGENDA

### **Day 1: Why Rebrands Happen**

Explore signals that indicate the need for a rebrand and assess brand equity health.

### **Day 2: Positioning for the Future**

Define new market space and brand promise through research and differentiation.

### **Day 3: Modernizing the Identity**

Translate strategy into visual identity, messaging, and tone of voice updates.

### **Day 4: Mobilizing the Organization**

Secure internal support and manage change with cross-functional alignment.

### **Day 5: Executing the Rebrand**

Create launch plans, toolkits, and brand governance systems for a successful rollout.

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