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REBRANDING STRATEGY: FROM LEGACY TO MODERN

Start Date:	24/08/2026	**End Date:**	28/08/2026
Categories:	Public Relations & Market	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

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This course equips professionals with strategic tools to revitalize outdated or misaligned brands.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.

For more information, please contact us:
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