

CODO®

**CRAFT BEER,
REBRANDED**

WORK/ BOOK

THE MEANING & VALUE OF REBRANDING

SECTION 01 ACTIVITIES

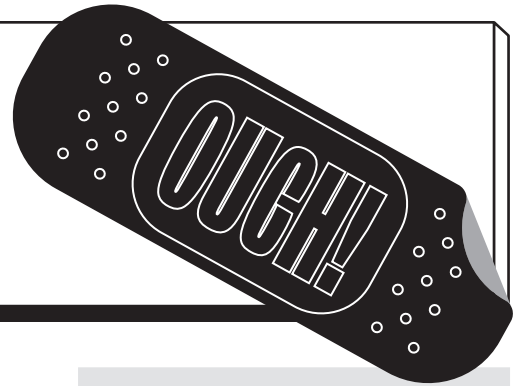
In this section, you'll focus on identifying why you're rebranding. What are your pain points and how can we determine what issues need to be resolved through the process?

Overall, you will:

- ☐ Identify your pain points
- ☐ Determine whether you're completely rebranding or refreshing your brand
- ☐ Create your project wish list

IDENTIFY YOUR PAIN POINTS

What issues do you deal with on a daily basis with regard to the following aspects of your current branding—identity, packaging website or reputation. Describe your pain points in the boxes below.



PAIN POINT

01

Identity

Description

PAIN POINT

02

Website

Description

PAIN POINT

03

Packaging

Description

PAIN POINT

04

Description

PAIN POINT

05

Description

PAIN POINT

06

Description

WRITE DOWN ALL THE REASONS

Write down all the reasons you think you need to rebrand. Some of these may be similar to the pain points you just described. That’s okay, let it all out here.

MAKE A WISH LIST

List all of the things you’d like to accomplish in each of the following areas through your rebrand.

LOGO & MERCH

PACKAGING

WEBSITE

REPUTATION

SALES