

Rebranding traps to avoid for private brands



HOW DO WE HELP
RETAILERS BUILD
**CUSTOMER
LOYALTY
&
STORE
TRAFFIC?**

Private brand rebrands are high-stakes projects, whether they're in one small category or every category, from a rebrand of 25 SKUs or 5000 SKUs. There are a lot of stakeholders, and brand experts must do a good amount of heavy lifting to complete this large undertaking, often with limited time and resources.

At the Fish Agency, we've been immersed in private brand design and adaptation for more than 20 years. In that time, we have redesigned a broad range of private brands, helping retailers build customer loyalty and increase store traffic.

We know that predicting, planning for and avoiding rebranding hazards is an important part of any rebranding strategy, but it isn't always easy to gauge what early decisions might lead to increased costs and lost time later on.

To make your job easier, we've drawn from our expertise to highlight three important traps to avoid when embarking on a rebrand, to help you come in on budget and on schedule.

3 traps to avoid

TRAP 01

Choosing a design partner without private brand experience

TRAP 02

Compromising the integrity of your rebrand by dividing workflow

TRAP 03

Not optimizing your consumer's e-commerce experience

TRAP 01

Choosing a design partner without private brand experience

When it comes to rebranding for private labels, experience matters.

National brands and private brands hold very different spaces in the marketplace. A design firm that understands these differences will help you to take advantage of private brands' growing presence in the retail landscape.

National brand designs typically range from 1 – 75 SKUs in one category, whereas private brand designs need to work across up to 3,000+ SKUs and across many different categories. A successful rebrand of this many products takes experience and a practiced understanding of the unique challenges of private brands.

Right now, consumers are purchasing private brands like never before. Not only because recent global events have made lower-priced alternatives more appealing, but because private brand quality levels have continued to increase and become more consistent.





TRAP
02

Compromising the integrity of your rebrand by dividing workflow

Our private brand process is well proven, well tested, effective and efficient. We keep your rebrand on track and on budget.

Once your rebrand design has been approved, it will pass through many stages and hands until it's ready to go to print. Ensuring consistency and continuity of the workflow from design to adaptation and rollout is not only more efficient and cost-effective, it's essential to protecting the integrity of your rebrand.

Often we see private brands planning a rebrand with a split focus, dividing their efforts and budget between:

01

Concept development

02

Packaging adaptation and rollout

This often leads to a decision to commission the creative and the packaging adaptation with different agencies. By separating the disciplines, you create an unnecessary break in the process, increasing costs and extending the timeline. These are preventable duplications that can ultimately compromise the integrity of your rebrand.

At the Fish Agency, our team is built to manage every stage of the process, from the brand strategy to the conceptual design, through to the design adaptation and rollout. This one-stop, cost-effective strategy ensures the integrity of the approved rebrand, allowing for continuity across all phases of the project, with a fixed group of dedicated professionals.

Not optimizing your consumer's e-commerce experience

An IRCE report concludes that the quality of images is the most important driver of purchasing decision for 75% of online customers.

It's not news that e-commerce has exploded over the last decade. And yet, the ways in which branding translates into online marketing is not always given the same amount of thought and consideration as the at-shelf experience. This can have big repercussions, particularly for private brands.

Even before the pandemic, the groups that were driving the rise in e-commerce shopping were Millennials and younger, value-seeking shoppers: the same groups fueling growth in private brand products.

Considering that an IRCE report concludes that the quality of images is the most important driver of purchasing decision for 75% of online customers, how your rebrand translates to digital platforms should be built into all of your rebranding processes. In fact, the conversation with your design team on how to adapt packaging images for online should begin immediately after your physical package rebrand is complete.

E-commerce marketing often lags behind its in-store counterpart, creating an online shopping experience that consists of consumers wading through countless thumbnail-sized photographs of on-shelf products. This steers consumers into buying what they squintingly recognize, rather than helping them compare products or try something new.

These thumbnails can be optimized to increase consumer engagement. Some things to consider when reviewing e-commerce thumbnails:

Have the most important characteristics of your product been highlighted?

Has the design been simplified so these characteristics stand out?

Has unnecessary information been removed to enhance ease of shop and salability?

Can it be read across all devices, including phones?

Recognizing the importance of optimizing your e-commerce marketing, in a landscape where many e-commerce shoppers are already leaning towards private brands, provides a real opportunity for private brands to lead the pack in this new and exciting space.





Rebranding is a high-stakes endeavor, but it is also an exciting opportunity to refresh your brand across platforms, win over undecided shoppers and fulfill the expectations of your most loyal consumers. Avoiding these common rebranding traps will help you ensure a streamlined process from conceptual design to rollout.

At the Fish Agency, we're very proud of our clients' successes, our rebrand work and how we have designed new life into our clients' brands.

If the planning of a major private brand rebrand is giving you pause, give us a call. We're happy to talk about your objectives and challenges.

We know we can help.

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W. <https://therealfish.agency/private-brand-packaging-design/>