

# Agency Rebranding Strategy Outline

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Outline for Agency Rebranding Strategy

## 1. Introduction

Brief overview of the necessity for rebranding and the goals to be achieved.

## 2. Objectives

- Increase brand awareness
- Attract new clients
- Modernize brand image

## 3. Target Audience

Define the key demographics and psychographics of the audience.

## 4. Brand Positioning

Outline how the brand will differentiate itself in the market.

## 5. Visual Identity

Overview of new logo, color scheme, and typography.

## 6. Brand Messaging

Key messages and tone of voice for communication.

## 7. Marketing and Launch Strategy

Plan for executing the rebranding campaign and launch.

## 8. Measurement and Evaluation

Methods to assess the success of the rebranding efforts.

## **9. Timeline**

Outline the timeline for each phase of the rebranding project.

## **10. Budget**

Projected costs and allocation for the rebranding strategy.

Thank you for your attention. I look forward to your feedback and collaboration on this exciting project.

Sincerely,  
[Your Name]  
[Your Position]