

# Letter of Brand Repositioning Strategy

Date: [Insert Date]

To: [Insert Recipient's Name]

From: [Your Name]

Subject: Brand Repositioning Strategy for Market Re-entry

Dear [Recipient's Name],

I hope this message finds you well. As we prepare for our upcoming market re-entry, I am excited to share our new brand repositioning strategy that aims to align our offerings with the evolving needs of our target audience.

## Objective

The primary goal of this strategy is to refresh our brand identity to better resonate with our customers while emphasizing our core values of [insert core values].

## Target Audience

We have identified a key demographic shift and will focus our efforts on [insert details about the target audience], which has shown increased interest in [insert relevant trends or behaviors].

## Brand Messaging

Our new messaging will center around [insert central message or tagline], highlighting how our products/services meet the current expectations of our market.

## Marketing Channels

We will leverage a mix of digital and traditional marketing channels, including [insert selected marketing channels], to maximize our reach and engagement with our audience.

## Timeline

Our anticipated timeline for the rollout of this strategy is [insert timeline], with key milestones including [insert key milestones].

We believe this repositioning will enhance our market presence and ensure a successful re-entry. I look forward to discussing our plans further and welcome any feedback you may have.

Best regards,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]