

**CODO®**

01

**CRAFT BEER,  
REBRANDED**

# WORK / BOOK

**THE MEANING & VALUE  
OF REBRANDING**

**SECTION 1**





# THE MEANING & VALUE OF REBRANDING

## SECTION 01 ACTIVITIES

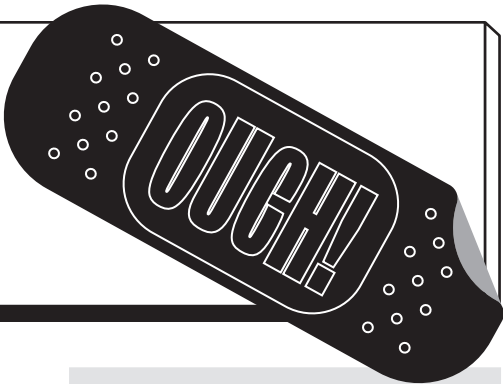
In this section, you'll focus on identifying why you're rebranding. What are your pain points and how can we determine what issues need to be resolved through the process?

### 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**

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**PAIN POINT** **02**

**Website**

**Description**

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**PAIN POINT** **03**

**Packaging**

**Description**

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**PAIN POINT** **04**

**Description**

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**PAIN POINT** **05**

**Description**

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**PAIN POINT** **06**

**Description**

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# 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