

# A DEEP DIVE INTO THE TOPIC OF BRANDING

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Is your brand aligned with your target audience?

This month, the VK Transformation team further explored the big topic of branding. Read on to find out more about how a strong and consistent brand is essential to stand out in the highly competitive business landscape!

## BLOGS



### Why Should Your Business Rebrand in the 21st Century?

Young shoppers will eventually become devoted adult spenders. Brands must recognise the missing link between them and younger generations as their habits and values differ greatly from older generations.

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## How to Preserve Brand Equity While Rebranding

A majority of reasons why rebranding is explored stem from a desire to reposition a brand in its marketplace. Companies must consider how to rebrand in a way that achieves intended commercial outcomes.

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## Why Should You Conduct A Brand Diagnosis?

Businesses tend to execute without first understanding their audience's intrinsic motivations and unlocking the true value their product or solution is delivering. However, there are no shortcuts in developing brand and marketing strategies that deliver results.

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## ADDITIONAL INSIGHTS



## Five Branding Strategies You Should Consider

There is no one-size-fits-all strategy when it comes to branding! Your products and services should be branded in a way that is consistent with your company's values, and ensure that this branding appeals to your target audience.

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# CASE STUDIES



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## READY TO TRANSFORM YOUR BRANDING?

VKT offers a full-fledged 360° Digital Marketing Programme focused on accelerating your company's growth. Expect not only solutions in Branding but also a variety of other services ranging from Influencer Marketing to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate that grants your business up to 70% funding for SMEs and 50% for non-SMEs. So wait no longer, and contact us for a virtual coffee chat to discover more about how you may start your branding journey and leverage our expertise!

## FOR MORE DETAILS, CONTACT US TODAY

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