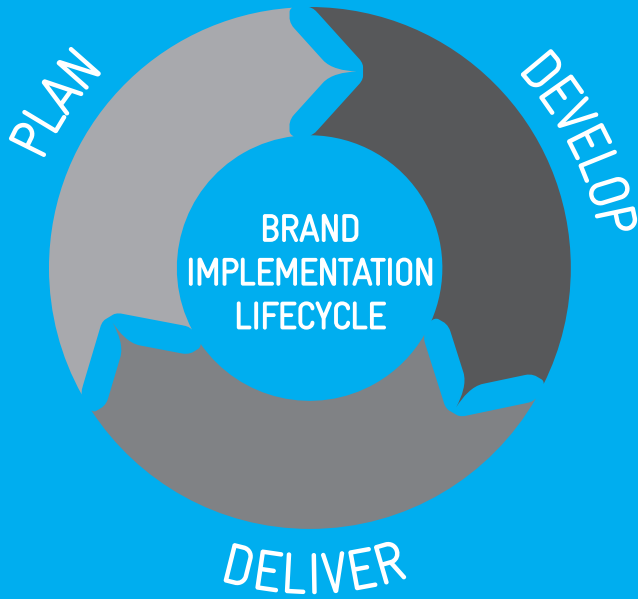


# LOST IN TRANSLATION

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STRATEGIES FOR DELIVERING  
A SUCCESSFUL BRAND IDENTITY



# NAVIGATING THE UNKNOWN

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Today's ever-changing competitive landscape propels organisations into unfamiliar territory. Never before has your brand positioning and supporting visual identity been more likely to be immersed in review.

Corporate change is on high-frequency thanks to mergers and acquisitions, product line changes, social relevance and technology. And with change comes cost ... not just hard cost, but soft cost like resourcing and speed to market.

Implementing a new visual identity can be a rejuvenating, purposeful and opportunity-rich exercise for an enterprise. The downside? Even when done right, it is time consuming, complex and costly... When done poorly, it can expose a company to years (even decades) of heartache and damage control.

And the good news? There are strategies and smart solutions to help enterprises achieve brilliant rebranding outcomes.

The **brand implementation advisor** is playing a vital part in the brand rollout equation. This *Lost in Translation* book captures the essential wisdom extracted from hundreds of rebranding projects. Based on Diadem's unique role as an impartial implementer of branded environments, *Lost in Translation* maps a sound guide for those navigating unknown seas.



“YOU DON’T GET  
SOMETHING  
FOR NOTHING,  
YOU CAN’T  
HAVE FREEDOM  
FOR FREE.”

NEIL PEART

# 1/ ECONOMICS IN EIGHT WORDS

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## TANSTAFL... “There ain’t no such thing as free lunch.”\*

You cannot get “something for nothing”. Even if something appears to be free, there is always a cost to be paid at some point even though that cost may be hidden or distributed.

Brand implementation is a time consuming and pricey exercise. Because it occurs irregularly in the lifecycle of a corporation, chances are the specialist knowledge and resources to carry out the rebranding are not held in-house. Management needs to seek specialist advice outside of core business functions.

Where to start? Seeking help from incumbent suppliers? Talking to colleagues who have been through it before? Googling? Any of these might give you a leg up but none is likely to provide much in the way of long-term strategy or even short-term pressure-relief. Free help is just that. It’s free of responsibility. Free of specificity to your business. Free of genuine expertise.

Suddenly the “free” in free lunch takes on a whole new meaning.

Be smart. Build your brand implementation strategy on a solid foundation. Seek advice from impartial experts who are accountable and have your interests at heart.

And remember, only when inefficiency exists can one get a “free lunch”.

\* First appeared in an article in the El Paso Herald-Post, June 27, 1938 entitled “Economics in Eight Words” and popularised by science fiction writer Robert A Heinlein in his 1966 novel The Moon Is a Harsh Mistress.



“WHAT WOULD  
YOU DO IF YOU  
WEREN'T AFRAID?”

SPENCER JOHNSON  
(TAKEN FROM WHO MOVED MY CHEESE?)

# 2/ THINK DIFFERENTLY

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We are creatures of habit and often change is difficult to embrace. There is comfort in the familiar.

This is especially so when we are faced with a challenge or problem and have specific time, cost and quality parameters to work within. Familiar territory seems like the safer ground. In reality, doing what you have done before will not realise a different result. At the outset of a project think strategically rather than tactically. Start the project by envisioning how you want the project to look at the finish.

Rebranding projects present opportunities to delve deeper inside an organisation and unlock otherwise hidden potential - be that store location, fitout design, merchandising or customer interaction. According to PwC, top innovators generate over 75% of revenue from products not in existence 5 years ago.

How an organisation presents itself to market is integral to success.

Ask questions like: What can we do differently? What help do I need? How can good design help position our business for higher return? How will I measure success? What new ideas can I tap into?

Build your implementation strategy on answering questions like these. To discover new things, you must first explore.

