

To Dos

Integration communications - Branding

Sometimes it needs a checklist for branding ... or more.



Preparation phase

Status

With whom

Company Name

Evaluation of company's brands

Develop brand strategy

Build a global branding team

Discovery and Concept & Plan Phases

Status

With whom

From Day1: Claim all communication materials with the statement "is part of BASF"

Continue with the evaluation of company's brands

Temporary signage in place at sites

All external correspondance needs to include the legal required information

Telephone answering and voicemail guidelines should be produced and distributed

Implementation Phase

Status

With whom

Templates with BASF branding should be used (e.g. PPT)

Check if there are still interim solutions in place (in case it is necessary)

Signage needs to be new by end of implementation phase

Legal Entity Change/ Legal Name Change

Status

With whom

Signage needs to be in place

All templates in use

Former company materials are exchanged

Websites should be integrated

Checklist

Rebranding

Measures

Status

With whom

Business Cards

Price Lists

Product brochures

Product packaging and labels

Site Material (Signage and flags); Cars

Fair, conference equipment

Give aways

Correspondance

E-Mail addresses, footer,
company related material

Presentations

Photos
