



Anatomy of a Rebrand

nThrive Speakers Bureau // Sample Presentation



We wanted to effectively build a
forward-thinking, next generation
company to **compete** in this
competitive market...

but there was a catch...



There were **five newly acquired brands**
coming together.

But wait,
it gets better...

We had to create and launch
a new brand entity **within 6 months.**

We carved out a **unique space** for the brand to own **within the market**

- // New corporate brand **name** and **architecture**
- // New brand **portfolio** narrative
- // Clearly described the organization's **value**



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