



“We are now able to make educated decisions affecting the future of our business. We understand the market and our position therein. With confidence we seize opportunities for success.”

To reveal the future of your brand and business contact Delve at 212-255-3870 or info@delvegroup.com.

“To Be or Not to Be” Workshop

Time to Reinvent your Brand?

The Volkswagen Beetle, once a popular economy sized car in the 1960s evolved to be known as the campy car of choice for aged flower children. Weighed down by this hippie-dippy reputation and wanting to regain lost respect for the innovative German engineering, VW made a conscious effort to rebrand the bug in the late 1990s. With a modern take on the classic design and a deliberate, edgy advertising campaign, the VW Beetle was reborn as a sleek and cool car for the yuppie set.

Similarly, having a keen level of self-awareness on how your business and brand are perceived in the marketplace will be instrumental to your success. If you find you're dissatisfied with your market perception or confused on why your brand is misunderstood, now could be the time to refocus, reframe, or reintroduce your brand to the market.

You may ask, what's the best strategic solution to ultimately win more business? What kind of change is necessary and why? This workshop aims to assess your market perception and explore various solution options with thorough guidance from our brand strategists aiding your decision making process.

Together, we will delve into your organization and discuss what strategy could be most effective for meeting your goals. Before taking action, we will explore the full implications of rebranding and shed light on what you need to know to make the right decisions to move your brand forward.

Benefits and Outcomes

In an off-campus environment, Delve brand strategists will work with your participating team to:

- * [Learn the current goals and motivations for your business](#)
- * [Assess the current market perceptions and misconceptions](#)
- * [Evaluate case studies of various brand revivals](#)
- * [Explore various change initiatives and tactical implications](#)
- * [Strategize on the optimal launch approach for your revived brand](#)

Because our practitioners have no vested interests, they give plain-speaking assessments without prejudice. Moreover, their years of experience let them inject breakthrough thinking, helping clients reconfigure ideas and leverage existing assets in ways they couldn't see themselves.