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| detail of persons hands with scissors, markers, workingFeasibility Report  (Rebranding) |

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| Company Name |  |  |
| Email: [Email Here]  Website: [Website Here] | Tel: [Telephone]  Address, City, ST ZIP | logo-placeholder |

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## 

## 2. Project Description:

2.1 What was the purpose of the project?  
This project was for the intention of the consideration of implementing a rebranding exercise on the company. The Nintendo logo hasn’t changed for over thirty years and it works. However, Nintendo needs to think about how they will appeal to a whole new generation and a whole new audience. ³

### 2.2 What were the project objectives?

The objectives of the project were to come up with a dynamic and creative new image for the company in order to resell and optimise their products. The primary objective here was to make the transition work – success is crucial the very life of the business. The secondary objectives would have been to successfully appeal to a broad range of audiences.

## 3. Background Information:

### 3.1 What is rebranding?

Rebranding is a marketing strategy used to reappeal to target audiences through re-imaging and re-engineering the face of the company. Rebranding can be applied to company logos, trademarks and slogans in order to make the design more or less appeal to either a specific or broader audience.

### 3.2 Why should rebranding should be considered?

Changing the logo can effect the whole image of the company product and can have an impact on product sales. Corporate rebranding is an important factor contributing to a business’s ability to maintain its popular image in the public, if not to further increase it.² It will ensure that the company sustains a level of corporate modernisation and public presence.

### 3.3 What is the rebranding history of Nintendo?

The Nintendo logo is easily known because it hasn’t changed since the logo was established in 1973. ¹º  
In terms of its product, Nintendo has a history of created new products that appeal to newer audience via the use of the ever-evolving accessible technology and technological enhancements that come with it. *See figures below*

Furthermore, Nintendo has recently changed its advertising agency, meaning that the future style in its product range might be entirely different from the styles in its current range which were kept similar characteristics of one another.¹

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| Figure 1 – the Nintendo Gameboy® |

## 4. Possible Solutions:

After some heavy research, many possible solutions for this particular rebranding operation were found.

### 4.1 Alternative 1 (Utilizing a Company Slogan)

Utilizing a company slogan has proven to be an effective way of selling a product. By rebranding a slogan, companies have discovered a way to appeal to a specific target audience. In *Figure 2* for example, the rebranded slogans represent two entirely different generations and a change in target audience.

Nintendo does not have a company slogan, so thereby using one will create a strong opportunity to reach out to their target audience without the worry of *how can we top the last?.*

Below is a prototype for this alternative:

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*Figure 3*

### 4.2 Alternative 2 (Rebranding the Company logo)

Changing the logo means considering how affective the logo will be and the reaction of the audience. ¹¹The current logo is simple in itself but could it be simplified further and still be a memorable and recognizable sign.

Below is a prototype for this alternative:

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*Figure 4*

## 5. Evaluation of Solutions:

### 5.1 Alternative 1 (Utilizing a Company Slogan)

Most company slogans help the target audience remember or want the business product. However, in this case, a company slogan is not necessarily useful for the current task when taking in consideration the nature of the rebranding and what appeals to the target audience.

### 5.2 Alternative 2 (Rebranding the Company logo)

The company logo is an essential tool for marketing and sales¹¹. The logo can be like the very face of a company. One has to ask whether simplifying the Nintendo logo means changing the face of the business or changing the business itself. Its simple design leaves a certain minimalist or post-modernist perspective.

## 6. Most Feasible Solution:

A great significant part of rebranding is that the new face can be susceptible to change. The most feasible solution for this situation seemed to the rebranding of the company logo.

The reason why this logo works is by looking at it, one can see that logo is simple. However, because of Nintendo’s vast history, older fans might be disappointed by the sudden change.

Another reason why I strongly believe in the success of this rebranding is because it modernises the logo to suit a broader target audience. More so, because it strengthens the idea that Nintendo has become new and therefore exciting.

## 7. Conclusion:

Rebranding has been thought to have been completely avoided if necessary, especially by big companies. This is because whatever the business has established with its original has to be replaced and therefore its formula for current success is eradicated and the business will have to start all over again.

If the rebranding isn’t properly researched or executed, the audience may be repelled to buy the product.

In taking these considerations, I strongly recommend that a logo rebrand is the way to go, if rebranding is deemed a suitable ploy.

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## 9. Appendix:

### 9.1 Figure 1 – The Nintendo Gameboy (Product Rebranding)

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### 9.2 Figure 2 – Coke Slogans (Slogan Rebranding)

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### 9.3 Figure 3 – Nintendo Slogan

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### 9.4 Figure 4 – Nintendo Logo

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