

APPENDIX

Semi-Structured Questions for CEOs/General Managers on Corporate Rebranding

Exercise

1. Corporate rebranding is and will be a phase that will undertaken by organisations to differentiate themselves from competitors. How would you define corporate rebranding in your own words ?
2. Top management nowadays are playing a more active role in conducting branding activities within the organisation. Why do you think so ?
3. What can rebranding bring to a business and what are the driving factors behind a rebranding exercise ?
4. What kind of brand image do you want to achieve from the corporate rebranding exercise ?
5. Has it been achieved ?
6. What are the fundamental steps that the management should take before undertaking any rebranding exercise ?
7. What are components of a good rebranding ?
8. What are the pitfalls organisations fall into when looking at rebranding their organisation ?