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?